



News Release

**PING SELECTS COMPELLENT STORAGE CENTER TO SUPPORT
COMPANY-WIDE INNOVATION INITIATIVE**

*Compellent Automated Tiered Storage Helps PING Significantly Reduce
Administrative Time, Provides ILM Capabilities Without Adding Staff*

EDEN PRAIRIE, Minn., May 23, 2007 – Compellent today announced PING, a leading designer and manufacturer of high-performance golf clubs, has selected Compellent’s Storage Center SAN for its industry-leading Automated Tiered Storage capabilities. PING required a flexible storage platform that could keep pace with corporate growth and support a company-wide innovation initiative focused on high-performance club design and manufacturing.

As the maker of custom-fit clubs that are used by the game’s top players, PING relies on technology to adapt quickly to the needs of its customers. The company’s IT staff must be agile and responsive to the changing performance and capacity demands required for this constant innovation.

“Our IT department is focused on facilitating flexibility and product innovation at all levels of the company to help PING design and deliver the high-quality equipment players demand,” said Dave Chacon, manager, Technical Services Group for PING. “We chose Compellent to help cut storage management time by an estimated 70 percent, enabling us to focus IT resources on other initiatives to help the company lead a highly competitive field.”

Compellent’s Automated Tiered Storage software, Data Progression, can automatically classify and migrate data to the optimum tier of storage based on frequency of access. Critical data, accessed by all business functions throughout PING, including product design, manufacturing and marketing, is stored on Fibre Channel drives. Data Progression moves infrequently accessed data such as historical design and business data to lower-cost SATA drives, without manual intervention. The data migration can free up storage space and increase performance for applications such as databases and e-mail.

“With Compellent, our inactive data is automatically stored on lower cost drives, saving us thousands in disk costs and increasing the flexibility and availability of our IT staff to facilitate business initiatives, focusing more on improving product quality, customer service, and business efficiency,” said Chacon. “The best part is we are able to achieve our tiered storage architecture without spending time and resources classifying every piece of data or unique dataset.”

Compellent's modular design, efficient Replay, or snapshot, technology and ease of use also provide the foundation for seamless transitions to robust disaster recovery and storage upgrades in the future. For example, Compellent's advanced automation and intuitive interface enables PING to perform more effective capacity planning and performance tuning. With a point-and-click interface and customizable reporting tools, PING administrators can easily find out information about its current storage utilization to pave the way for additional optimization.

About Storage Center

Storage Center builds on its Dynamic Block Architecture to deliver a scalable, open-systems hardware platform that is designed to allow businesses to mix and match disk drives, controllers and enclosures; an integrated foundation of core storage capabilities providing functionality previously available only in high-end systems; a suite of software applications that can optimize utilization, automating replication and speeding data recovery; and a single, intuitive, centralized management interface streamlining storage administration.

About Compellent

Compellent delivers affordable, modular storage solutions exclusively through business partners that provide companies of all sizes enterprise storage capabilities without big system costs or complexities. For more information, visit www.compellent.com.

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