

AMBASSADOR PROGRAMS ADOPTS PRIVATE RECOVERY CLOUD SOLUTION FROM IT-LIFELINE

ITL's BLACKCLOUD™ Reduces Costs and IT Risks for Education Travel Leader

Liberty Lake, Washington—February 28, 2011—IT-Lifeline, a leader in secure data vaulting and recovery, announces that Ambassador Programs has adopted *BLACKCLOUD™* the Company's secure, flexible private cloud recovery solution for Information Technology recovery.

"We've followed compelling cloud technology advances and subsequent acceptance closely for some time, but like other established, successful organizations, we're only interested in a methodology that is proven—technology that clearly benefits our global citizen customers and saves us money," said Jason Foster, Director Technology of AMP. "Ambassadors has been an IT-Lifeline client for years. We've benefited first-hand from their recovery and business continuation skills. This private cloud solution paired with ITL's engineering staff expertise is a perfect fit for regulated industries like ours."

Ambassadors is in a business segment that like all regulated and publically traded companies, is closely monitored. It is critical that data in both its physical and virtual environments be available regardless of natural disaster, machine failure, or human error. Ambassador's experience with ITL's skilled recovery team and extensive history with regulated industries caused it to seriously consider taking advantage of cloud vaulting and recovery, an approach the Ambassador's team initially thought risky when provided by public cloud vendors.

"The benefits of *BLACKCLOUD™* to Ambassadors are very straightforward." Said Ben Cozza, VP of Service Delivery for IT-Lifeline. "*BLACKCLOUD™* enables Ambassadors to achieve a significant reduction in the amount of time required to restore its IT environment while at the same time delivering on the cost savings promises that cloud computing offers. But unlike public clouds *BLACKCLOUD™* delivers these benefits with the security and safety only a private recovery cloud can offer."

IT-Lifeline is known for delivering cost effective, enterprise-grade vaulting and recovery infrastructure and service that is monitored and managed continually by certified experts. It is a level of personal service that differentiates them and is crucial to information-rich businesses. *BLACKCLOUD™* will bring dramatic new value, because while business leaders passionate about security understand the cost and performance advantages of cloud computing, they still insist on the data protection a private cloud solution delivers.

The *BLACKCLOUD™* solution is particularly compelling because it can be simply installed as a proof-of-concept, so customers can analyze cost effectiveness and performance with no risk. And the company's industry-leading minimal commitment contract terms ensure buyers save money by avoiding costs and risks associated with long-term commitments.

About IT-Lifeline

We provide our customers with a full range of private cloud-based information protection and recovery alternatives and facilities. Our certified experts and advanced technology infrastructure and facilities ensure cost effective, secure data vaulting and fast recovery from system failure, human error, or nature- or man-caused adversity. Located in geologically stable, climatically mild eastern Washington State, our business recovery center is fast and easy to reach from anywhere in the Western United States.

For more information, contact:

Brandon Tanner, VP of Sales & Marketing

IT-Lifeline, Inc.

509-984-1600

btanner@itfileline.net

www.itlifeline.net