

GOOD NEWS FROM CORPORATE MARKETING



Monthly News and Results and Views on Sun in the Network Economy

» *Sun ranked #2 among computer hardware vendors on Ethisphere magazine's list of the "World's Most Ethical Companies."*

Business Results from Customers

"We gain many benefits from Sun technology and our relationship with its staff," says Gerald T. O'Connell, EVP and CIO, Chicago Board Options Exchange. "The move to Java and the Solaris OS has been instrumental in not only ensuring strong performance in our IT environment, but also in the sustained growth of our business. In my view, the code is portable, but the relationship is not." *Customer Profile*

India's telecommunications giant Reliance announced that it's turning to Greenplum and Sun for high-performance database and data warehouse solutions based on the Solaris OS for faster access to their call-detail data. Reliance officials foresee that the "turnaround time for an ad hoc request for detailed call records from the historical call-detail record database can be reduced by more than 80 percent." *"Greenplum and Sun Microsystems to Tap Reliance's Call Detail Data," Calvin Azuri, TMCNet, 6/05/2008*

For Sabre Holdings, identity management and security provisioning tools from Sun and Netegrity have eased the burden on its mainframe processing systems and allowed the company to move to more open systems for supporting the 1 million peak transactions per hour it must process. *"Identity management helps take load off Sabre's legacy systems," Network World, 6/30/2008*

Evidence of Growth and Momentum

Gartner published its updated vendor rating for Sun in late June 2008, rating the company as positive and boosting the company to "Strong Positive" in Open Source and Developers. "Vendor Rating, Sun Microsystems," Gartner, 6/27/2008. *Reprints available for download*

Sun held a standing-room only Open Storage Chalk Talk in Boston to share its SSD Flash announcement with the *Wall Street Journal*, *Boston Globe*, top trades and analysts (including IDC and

illuminata), and customers Sapotek and Reliant Security. Reliant Security presented the reasons the company chose OpenSolaris™ technology for its Managed PCI System (lower cost, superior technology, and robust security) and Sapotek shared how it has benefited from the combined Sun/MySQL™ effort in regard to optimization and performance in its IT environment. *Customer Profile*

"At June's International Supercomputing Conference, Sun's announcements of new HPC offerings and its Top 5 finish on the Top 500 Supercomputing list led to worldwide media attention. *eWeek* highlighted Sun's ambition in the HPC arena, including plans to offer a scaled-down version of Sun Constellation System. "Sun Looks for a Greater Role in HPC," *Scott Ferguson, eWeek, 6/19/2008*

At the recent Supernova 2008 Conference, Jonathan Schwartz, president and CEO of Sun Microsystems, was asked how Sun monetizes software. "It is about our class of customer - users who have more time than money - they are the user of free software. In the situation of Facebook - they have much more money than time - thus, they are now a paying licensee," says Schwartz. "Gotta remember that if the product is not free, the customer will pick someone else. If free, you are in the conversation." *"Supernova 2008 Day 1 - Jonathan Schwartz - Restructuring IT," Sanford Dickert, Center Networks, 6/17/2008*

During his keynote at NXTComm08, Sun chairman Scott McNealy highlighted the virtues of Sun's free, open-source model for software and collaboration and the company's commitment to green, eco-friendly behavior. "Free is cool," says McNealy. "Free is the new black and at Sun we're wearing it with pride..." "[Sun] employees are saving a burnout-busting \$1,700 a year in commuting costs and are able to stay in touch with company goings-on without going in." *"NXTComm 2008: It's easy being green," Jim Barthold, Telecommunications Online, 6/20/2008*

Sun announced a multi-year OEM agreement with Fujitsu Siemens

Computers to distribute the Solaris (OS) and Solaris Subscriptions to selected Fujitsu Siemens PRIMERGY servers. *Press Release, 6/10/2008*

Sun has shipped more than 10,000 Sun StorageTek™ SL500 tape libraries since 2004... and has started shipping the scalable, energy-efficient StorageTek SL3000 midrange modular library. *"Sun Microsystems Ships Over 10,000 Sun StorageTek SL500 Tape Libraries," Shamila Janakiraman, TMCnet.com, 5/28/2008*

A new Sun partner, Themis Computer, will use Sun's UltraSPARC® T2 processors for a new line of blade systems to be called T2BC. *"Sun Offers SPARC for the Public," Scott Ferguson, eWeek, 6/2/2008*

Awards and Accolades

Sun ranked #2 among computer hardware vendors on *Ethisphere* magazine's list of the "World's Most Ethical Companies." *"2008 World's Most Ethical Companies," Ethisphere.com, 6/3/2008*

Sun was named 14th in *Computerworld's* list of the "100 Best Places to Work," with the eco benefits from the Open Work program highlighted as the key reason for "why you want to work there." *"100 Best Places to Work in IT 2008," Computerworld, 6/2008*

Greg Papadopoulos was recognized in the "2008 *InfoWorld* CTO 25," putting Sun in the spotlight for "maintaining a steady focus on total system design." Papadopoulos was praised for "sticking with the old formula of great engineering and innovation" to help the "new Sun reinvent itself with the best of the old Sun." *"2008 InfoWorld CTO 25: Greg Papadopoulos, Sun Microsystems," Doug Dinsley, InfoWorld, 6/2/2008*

Sun was recognized in three separate categories in Third Annual *ServerWatch* Product Excellence Awards. The Sun SPARC® Enterprise T5220 took first place in the Midrange Server category, Sun xVM™ ended up in a dead heat for the runner-up slot in the Virtualization Tool category, and

the Sun Eco Innovation™ initiative took second place in the Green Initiative category. *"10 Server Room Must-Haves," ServerWatch, 6/3/2008*

"Ranger, the muscular new computer humming away at the University of Texas, placed fourth among the world's most powerful supercomputers, according to [researchers at three top universities]. The 4-month-old machine in Austin, built by Sun Microsystems and based on Austin-designed processor chips made by Advanced Micro Devices Inc. (AMD), supports more than 150 research projects in fields ranging from earthquake simulation to advanced biology, nanoelectronics and particle physics. *"UT's Ranger places fourth on list of world's most powerful supercomputers," Kirk Ladendorf, Austin American-Statesman, 6/18/2008*

BBC's list of "best cloud computing applications available today" features Sun's Network.com™ and Blender 3D. "Sun's data centers are available for hire by the hour to power on-demand cloud services. Used mainly for processing scientific data, the servers can also be used for rendering animations via the open source Blender 3D software on the desktop." *"Cloud Formations, Best Cloud Applications," Spencer Kelly, BBC Click (UK), 6/2008*

"Participants in the Czech Open Source 2008 survey selected Sun Microsystems Czech as the company of the year in the category of companies developing and supporting open source software products." *"Sun Microsystems Czech Wins Open Source 2008 Survey," On the Record blog, 6/17/2008*

Sun's Competitive Advantage

"MySQL™ Cluster 6.3 was designed and is certified for use in carrier grade telecom environments, such as Subscriber Data Management systems including HLRs and HSSs and service delivery platforms (SDPs). This new release enables service providers and other vendors to deploy larger database applications and ensure data availability across geographies in case of site-level failure." *"Sun Targets Telecom with MySQL Database," Paula Bernier, xchange, 6/18/2008*

"The [new] Sun Blade™ X6450 Server Module features four high-

performance dual or quad core Intel Xeon processor 7300 series, providing 50% more memory than competing servers from HP, IBM, and Dell." *"Sun Expands Blade Server Line," RedOrbit, 6/20/2008*

Sun has unveiled Comstar, open-source software that can "re-purpose any OpenSolaris-based x86 server into a block-based storage device capable of emulating the physical characteristics of a storage array. . . Comstar turns OpenSolaris servers into SCSI target storage devices that can be accessed by initiator hosts over a network." *"New Sun code transforms x86 servers into storage arrays," Brian Fonseca, Computerworld, 6/11/2008*

"Astute Networks has teamed up with Sun Microsystems to provide the industry's first MySQL-based integrated [Advanced Telecommunications Computing Architecture (ATCA)] server/storage solution. . . [It] provides the communication and media industries with a highly scalable, highly available [commercial off-the-shelf (COTS)] platform that increases processing capacity, helps reduce costs through consolidation, and provides a platform for future expansion." *"Astute, Sun Offer ATCA Solution," Image and Data Manager, 6/17/2008*

"Pitney Bowes Group 1 Software has entered into an alliance with Sun to provide insurance companies with an integrated management solution for the handling of non-life and life insurance claims. . . The solution uses Sun's Java CAPS integration software and can be run on any IT infrastructure. It is delivered in a software-as-a-service (SaaS) model that fully integrates composite applications and provides a platform for expansion." *"Pitney Bowes Group 1 Software Forms Alliance With Sun Microsystems," RedOrbit, 6/11/2008*

Sun Chosen Over Competition

São Paulo University (UNESP) chose Sun to power the largest computing cluster in Latin America which will span across seven different sites in São Paulo State. The "UNESP Computer Capacity Integration (GridUNESP)" compute cluster will give university research groups access to the highest levels of processing capacity and data

storage capacity. *Press Release, 6/19/2008*

Canada's High Performance Computing Virtual Laboratory (HPCVL) selected Sun to power Victoria Falls, its new compute cluster based on Sun SPARC Enterprise T5140 servers and the Solaris 10 Operating System (OS). "HPCVL selected the Sun platform for its reliable, secure computing environment as well as its capability to scale dynamically, with little difficulty and with lower total cost of ownership. At full capacity, the Sun-powered Victoria Falls HPC cluster is designed to process nearly 10,000 threads simultaneously." *"Leading Canadian Research Lab Turns To Sun Microsystems for New Compute Cluster," finchannel.com, 6/11/2008*

According to Stuart McKee, Microsoft's national technology officer, the Open Document Document Format (ODF) has benefited from the two-year battle over the ratification of Microsoft's rival Open Office XML (OOXML) standard, which is native to its Office 2007 suite. At the Red Hat Summit in Boston in June, McKee said, "ODF has clearly won," referring to Microsoft's recent announcement that it would begin natively supporting ODF in Office next year. "Red Hat Summit panel: Who 'won' OOXML battle?" *Chris Kanaracus, InfoWorld, 6/19/2008*

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