

GENROCO SPONSORS SAN OVER GIGABIT ETHERNET SESSION AT SAN 2000 CONFERENCE

Leader in Next Generation Storage Area Networks to be Joined by Key Players for Industry Roundtable

San Jose, CA; May 30 - GENROCO, Inc. (OTC BB - "GRCI") announced that it will be sponsoring and chairing a "Birds of a Feather" (BOF) session on Storage Area Networks (SAN) over Gigabit Ethernet (GigE) at the SAN 2000 Conference being held here this week.

The session, which will be held in the San Juan Room at the San Jose Doubletree Hotel from 7 to 8 PM on Tuesday, May 30th, will be led by Donald D. Woelz, Vice President of Marketing for GENROCO. Mr. Woelz is the author of the ANSI T10 Specification for SCSI over Scheduled Transfer (SST) Protocol and functions the Vice-Chairman of the ANSI T11.1 group that is responsible for Scheduled Transfer, Gigabyte System Network and other high performance networking standards.

"We've had a great response to the announcement of the BOF session," indicated Dr. Lance A. Leventhal, SAN 2000 Chairman. "Almost 40 (companies) signed up already, so I estimate we may get 100 people."

Fibre Channel's capabilities have enabled the development of SANs which are high-speed networks of shared storage devices (including disk arrays and tape drives) and computers (including servers and clients). SANs enable fast, efficient and reliable direct transfer of data between multiple

storage devices and clients without intermediate server gateways. Heretofore, in order to get SANs to interoperate with Local Area Networks (LANs) and Wide Area Networks (WANs), servers have needed to be employed as portals and a SAN's FC data streams needed to be repackaged into TCP/IP

messages for LAN and/or WAN clients to be able to store and retrieve information. This translation results in increased server overhead and decreased data transfer speeds.

GENROCO has demonstrated the ability to operate SANs directly over LANs and WANs using SST technology and currently is shipping hardware and software that accomplishes this. Proposals by Adaptec, Cisco, IBM, and others describe different methods for encapsulating SAN data stream into LAN/WAN protocols such as TCP/IP. GENROCO, Adaptec, Gadzoox, Hewlett-Packard, Q-Logic, and 3Com are expected to be among the presenters at the Ethernet SAN BOF.

"When we pioneered the concept of seamlessly interfacing SANs, LANs, and WANs over two years ago, very few people understood the benefits of encapsulating SCSI over message

passing networks," declared Mr. Woelz. "I am delighted to see the increasing interest in expanding the benefits of SAN beyond Fibre Channel."

"The benefits of network independent SAN can be enormous," exclaimed Arie van Praag of CERN, the European Center for High Energy Physics in Geneva, Switzerland, where the World Wide Web was invented. "Think of it. Direct access to web pages by PCs and videos delivered to TV settop boxes without servers."

Van Praag and his associates at CERN collaborated with GENROCO to produce the GigE LAN and OC48 WAN components of the Company's new Fibre Channel network gateway router.

For more information about the SAN 2000 conference or to register at no charge, call (800) 351-6000 or (408) 297-8484, or e-mail to conference@sanconference.com.

About GENROCO

GENROCO, Inc. is a 25-year-old, engineering and marketing company that specializes in providing I/O solutions for users of high performance, network independent storage area networks (SANs). By offering cross-platform support for its patented technology, the Company is able to deliver unique, extraordinarily high bandwidth, low host overhead products for these markets. GENROCO enjoys a global customer base that includes Compaq, Fujitsu, SGI, Sun, the US Departments of Defense and Energy, CERN, and other research institutions.

Additional information about GENROCO can be found at www.genroco.com.

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This release contains forward-looking statements based on current expectations that involve a number of risks that could cause actual results to differ materially. Information on the factors that might affect the financial results of GENROCO, Inc. can be found in the respective company's filings with Securities and Exchange Commission (SEC).