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DR. MICHAEL ZISMAN JOINS DATAUPIA BOARD OF DIRECTORS

- Former IBM Executive to Provide Expertise as Company Continues to Expand Data Warehouse Appliance Market Presence -

Cambridge, MA – June 13, 2007 – Dataupia Corporation today announced that Dr. Michael Zisman, a technology industry veteran and former IBM executive, has joined the Company's Board of Directors. Zisman will provide counsel for the Company as it grows its customer, partner and product family to address the growing need for a new class of data warehouse appliances.

Zisman brings to Dataupia more than 30 years of experience in the technology sector, with a perspective honed at small entrepreneurial companies like his own venture-backed company to very large organizations such as IBM. He currently provides strategic consulting services to a number of market leading organizations, including IBM and Internet Capital Group. He also serves on the Boards of Directors of several other private companies, acting as Chairman of the Board for ICG Commerce.

Zisman spent nine years at IBM where he held a number of management positions, and served on the IBM Worldwide Management Council and the IBM Corporate Technology Council. He was also part of the IBM Software Group where he led the Company's entrance into the knowledge management and distributed learning markets. Dr. Zisman holds a B.S. in Chemical Engineering from Lehigh University, an M.S. in Systems Engineering from the University of Pennsylvania, and a Ph.D in Decision Sciences from the Wharton School at Penn.

"I look forward to being involved with Dataupia during such an exciting time in the data warehousing market," said Zisman. "This Company has all of the ingredients that indicate success – a distinguished management team, a strong product offering, established partnerships and customer adoption and endorsement. Dataupia is well positioned for profitable growth in what is becoming one of the fastest growing technology segments."

"To have someone of Michael's caliber on our board is truly an honor," said Foster Hinshaw, CEO, Dataupia. "He shares our vision for enabling organizations to deepen their data universe so they can make business decisions based on the value of data rather than the cost of storing it. As we continue to gain momentum in the data warehouse industry, Michael's experience and strategic advice will provide value and assist us in addressing an acute demand in the marketplace."

About Dataupia

Dataupia brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia's solution will amplify an organization's existing information systems to provide deeper access into their data universe and more comprehensive business insight.

Founded in 2005, Dataupia is backed by Polaris Venture Partners and Valhalla Partners. Learn more at www.dataupia.com.

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