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DATAUPIA ENABLES SENDIO TO PROVIDE ADVANCED EMAIL INTEGRITY SERVICES

Dataupia™ Satori Server Deployed as Underlying Data Management Architecture for Sendio™ I.C.E. Box to Deliver Advanced Messaging Reporting Services

TDWI World Conference, San Diego, Calif. – August 20, 2007 – Dataupia Corporation (www.dataupia.com) today announced that Sendio, Inc. (www.sendio.com) has deployed the Dataupia™ Satori Server to process data collected from the user community of Sendio™ I.C.E. Box email integrity appliances. A Sendio I.C.E. Box restores the effectiveness of email communications by eliminating 100% of spam and other unwanted email messages, along with viruses, Trojans, bots and other "malware," without losing any legitimate email. Sendio selected the Dataupia Satori Server to power its new messaging reporting services, which provide customers with trend information about email flow, spam and virus patterns, and system resiliency.

Dataupia's data management system, the Dataupia Satori Server, combines highly specialized software and industry-standard hardware into an easy to manage, highly scalable data warehouse appliance. With Dataupia, Sendio can maintain large amounts of data on-line, making it easily accessible by reporting and analytic applications. As a result, Sendio is able to offer its customers greater insight into their specific email environments. Customers can log into the I.C.E. Box messaging reporting service to view dashboards and reports that detail: spam growth over time, system bandwidth compromised by spam, and insight into what business practices may highlight them as spammer targets.

"While our I.C.E. Box appliances include a high performance implementation of the Postgres database, it was clear from our initial architecture simulations that allowing users to perform sophisticated ad hoc queries against system data would have a material impact on the performance of the real-time message stream processing," said Tim Lee-Thorp, vice president of marketing, Sendio, Inc. "To effectively balance the requirement to maintain email integrity with minimal latency against the need for effective management information, we elected to implement a split system architecture and chose the Dataupia server as our back-end data warehousing and reporting hub. Dataupia gives us the performance and flexibility to satisfy each of our users, along with the overall scalability to grow and support thousands of users simultaneously."

Numerous research studies have found that business professionals identify email as their most important business communications tool, significantly ahead of both desktop

and mobile telephones. Attacks by the constantly increasing volumes of email spam and the related viruses and other "malware" cause email servers to run more slowly, backups to take longer and consume more disk space, and users to waste time deleting "junk mail." The most common defense against these attacks is an anti-spam/anti-virus appliance or service that uses one or more types of "filtering" technology based on probabilities or statistical analysis, essentially attempting to "guess" whether a message is "good" or "bad" by scanning the message content. Unfortunately, while these products and services are somewhat effective at limiting the attacks, they also cause legitimate email messages to be lost when they "guess" incorrectly. This undermines the integrity of the basic communications process.

In contrast, a Sendio I.C.E. Box focuses on the sender of a message, not the content, and on whether there is a desire to establish a communications relationship with that sender. Using a variety of techniques, the system distinguishes between spam and legitimate email, verifies and authenticates the sender, and ensures that messages do not contain viruses or other malicious components. All valid email that the user does want to receive gets delivered to their Inbox with no inadvertent loss. During each step of this processing, the system generates log files and other statistical information that is very useful to the ongoing management of the system and the overall email environment.

"We are proud to be working with an innovative organization like Sendio that is clearly at the vanguard of email integrity," said Foster Hinshaw, CEO, Dataupia. "The sheer amount of data relative to email spam is almost unfathomable, and Sendio offers a new, unique approach to a debilitating business problem. By utilizing the Dataupia Satori Server as the behind-the-scenes data management power for its message reporting system, Sendio can deliver its customers two critical benefits: the assurance that their businesses are secure from the threat of spam and the facility to access all the vital data necessary to take active measures against it."

Dataupia's data management system, the Dataupia Satori Server, represents an evolution in data warehouse appliance technology. By combining highly specialized software and industry-standard hardware into an easy to manage solution, the Dataupia Satori Server allows large amounts of data to remain on-line and easily accessible by reporting and analytic applications without dedicating a team of highly skilled experts. With Dataupia, organizations can easily and cost-effectively maintain and access data that is important to their business.

About Sendio
Deleting spam from your Inbox is an annoyance, but losing legitimate messages in your junk mailbox is a disaster. Businesses rely on email to drive relationships and revenue, but if they can't be sure that information is getting through then the whole communications process breaks down. Sendio offers an email integrity solution that blocks 100% of spam, provides simple end-user control over unwanted email, eliminates viruses and other "malware", and does this without ever losing a single legitimate message. The key is to not use "filtering", meaning no "guessing" about whether message content is good or bad. Instead, Sendio focuses on sender authentication and reputation, and allows users to decide who they want to be in communications with. Simple, but completely effective.

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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