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**DATAUPIA NAMED TO 'SEARCHDATAMANAGEMENT.COM 2007 PRODUCTS OF THE YEAR'**

*- The Dataupia Satori Server 12000™ Earns Silver Award in the Data Warehousing Category -*

**Cambridge, MA – January 16, 2008** – Dataupia Corporation ([www.dataupia.com](http://www.dataupia.com)) today announced that the Dataupia Satori Server 12000™ was selected as one of SearchDataManagement's "2007 Products of the Year" in the data warehousing category. Judges selected two winners in each category from among enterprise data management-related products.

SearchDataManagement.com assembled a panel of its editorial staff, in conjunction with a team of users, industry experts, analysts and consultants to closely review leading products in the industry. Products were judged based on innovation, performance, ease of integration into existing environments, ease of use and manageability, functionality and value.

According to SearchDatamangement.com: "The Dataupia Satori Server enables companies to implement a data warehouse more efficiently, by performing the complex work of data management without constant intervention, tuning and maintenance -- key concerns according to judges, experts and the authors of Gartner's 2007 data warehouse DBMS Magic Quadrant...Its design offers a non-disruptive, continuously scalable and highly cost-effective means to expand data management capabilities, so that organizations can save important business data with minimal overhead -- key in data-heavy industries."

"It is an honor to be named as one of the 'Products of the Year.' This award validates Dataupia's innovative approach to data warehousing, and emphasizes the business need for access to large volumes of data," said Foster Hinshaw, CEO, Dataupia. "Our customers rely on the Dataupia Satori Server to provide an easy-to-use, affordable solution that fits into their current infrastructure and allows for access to business-critical data."

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 SearchDataManagement.com**

SearchDataManagement.com is the Web's best guide for data management professionals and business leaders. With its combination of news, learning guides, expert advice, white papers, Webcasts and customized research, SearchDataManagement.com offers a rich collection of insight on how to efficiently manage the data supply chain. The site also offers tips on vendors, product selection, and expert advice.

SearchDataManagement.com is part of the TechTarget network ([www.techtarget.com](http://www.techtarget.com)). TechTarget publishes integrated media that enable information-technology (IT) marketers to reach targeted communities of IT professionals and executives in all phases of the technology decision-making and purchase process. Through its industry-leading Web sites, magazines and conferences, TechTarget delivers measurable results that help IT marketers generate qualified sales leads, shorten sales cycles and grow revenues.

#### **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, Valhalla Partners, and Fairhaven Capital. Learn more at [www.dataupia.com](http://www.dataupia.com).

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