DATAUPIA™

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DATAUPIA NAMED "COOL VENDOR" BY LEADING ANALYST FIRM

Vendors Selected for the "Cool Vendor Report" are Innovative, Impactful and Intriguing

Cambridge, Mass. – April 2, 2008 – Dataupia Corporation today announced that Gartner, Inc., the world's leading information technology research and advisory company, has named Dataupia in its "Cool Vendors in Data Management and Integration" report. The March 26, 2008 report was written by Ted Friedman, Andreas Bitterer and Donald Feinberg.

According to the report, "Advancements in technologies supporting the management and integration of data will help organizations begin fulfilling the promise of a cohesive information infrastructure, spanning the full range of the content continuum. Gartner's 2008 Cool Vendor selections for data management and integration showcase innovation in both data integration, high-performance query processing and database appliance delivery."

"We are honored to be recognized by the world's leading information technology research and advisory company, Gartner," said Foster Hinshaw, chief executive officer, Dataupia.

The Dataupia™ Satori Server data management system is an all-in-one solution – server, storage and optimization software packaged as a data warehouse appliance – designed specifically to deliver persistent access to as much data as an organization needs. The combination of highly specialized software and powerful processors allows large amounts of data to remain on-line and ready for use. The Dataupia Satori Server installs quickly, requires little administration, and allows for Omniversal Transparency™ and continuous and seamless scalability for increased users and data.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will

have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

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.

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