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DATAUPIA SATORI SERVER NAMED AS FINALIST FOR THE 2008 MITX TECHNOLOGY AWARDS

Fifth Annual MITX What's Next Forum & Technology Awards Recognize Outstanding Technology Advancements in New England Region

Boston, Mass. – May 6, 2008 – [Dataupia Corporation](#) today announced that it has been named as a finalist for the 5th Annual MITX Technology Awards. The MITX What's Next Forum & Technology Awards recognize innovative technologies developed in the New England area, as well as the individuals and organizations responsible for driving these advancements. The Massachusetts Innovation & Technology Exchange (MITX) is the country's leading association bringing together digital marketing, media and technology professionals to engage in what's next for the web and how it impacts the marketing and business worlds.

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. Dataupia recently added a dynamic aggregation enhancement to its solution to increase its ability to handle mixed query workloads. This enables massively parallel processing for data exploration and point queries providing interactive reporting functionality across multiple databases and new applications.

“It is an honor to be chosen as a MITX Technology Awards finalist and recognized for our innovative approach to data management,” said Foster Hinshaw, chief executive officer, Dataupia. “As the amount of data that businesses deal with on a daily basis continues to increase, our customers look to us for a cutting-edge solution to help them leverage their data in new ways.”

“In its fifth year, the MITX Technology Awards have attracted some of the most distinguished technological innovations that the region has to offer,” said Kiki Mills, executive director of MITX. “It is this tremendous interest that enables our organization to accomplish its mission of uniting the brightest minds in the digital marketing, media and technology community and honoring their outstanding achievement.”

Dataupia will be recognized with the other finalists in the category of data management at an awards ceremony attended by the region's top technology and business professionals. Winners

will be announced at the ceremony at the Royal Sonesta Hotel on Tuesday, June 3, 2008. This year's keynote speaker and special honoree is Dr. Amar Bose, chairman and founder of Bose Corporation.

The ceremony is preceded by the What's Next Forum. The topic, ***Is Advertising the Model of the Future?*** will be a forward-looking discussion on whether online advertising is the winning model of the future for more than just content.

The MITX What's Next Forum & Technology Awards are sponsored by Backbone Media, DLA Piper, Invest Northern Ireland, LEWIS PR, Oracle and Technology Review.

About MITX

Established in 1996, MITX—the Massachusetts Innovation & Technology Exchange is the leading industry organization focused on the web, bringing together the digital technology, marketing and media community to engage in what is next for the web and how it will impact the marketing and business worlds. Reaching more than 6,000 professionals in New England, MITX is a dynamic and growing community of thought leaders, collaborators, and individuals in search of insight, education and opportunity. With more than 60 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, Mass. For more information please go to www.mitx.org.

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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