DATAUPIA™

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**Dataupia and Tableau Software Partner to Deliver
Fast Visual Analytics on Large Data Sets**

*The Dataupia Satori Server™ Provides Companies with a Highly Scalable Infrastructure
to Quickly Explore and Analyze Increasing Volumes of Data*

TDWI World Conference Spring, Chicago, Ill. – May 12, 2008 – Dataupia Corporation today announced it has teamed up with Tableau Software®, the global leader in fast analytics and visualization software, to offer an end-to-end business intelligence solution for visual analytics. By combining the Dataupia Satori Server™, which seamlessly augments a customer's infrastructure through Omniversal Transparency™, with Tableau Software's products, customers can visually understand their data faster and in different ways than previously possible. It also enables a customer to leverage and build on existing data management systems without complex integration requirements.

Dataupia has aligned with Tableau as a Tableau Software Industry Solutions Partner. Together, the companies enable customers across industries to experience extreme data performance. Tableau's solution combined with the Dataupia Satori Server enables customers to immediately convert large amounts of data into visual representations and dashboards. Instead of analyzing data in rows and columns to produce a graph of findings, the joint solution allows businesses to employ a single tool to produce visual, insightful analytics, which include summaries as well as the unique ability to drill down into detailed data. This allows companies to produce analytics that perform consistently and include complete drill-down details on massive amounts of data.

Dataupia's seamless implementation removes limits on storage capacity and enhances Tableau's innate ability to query a data warehouse without relying on ETL tools or proprietary data formats. Tableau users can now analyze billions of rows of data in seconds for both simple and complex queries, which was previously impossible to execute. Dataupia's scalability and transparent integration with existing data management infrastructures enable Tableau customers to efficiently handle growing data volumes while delivering a high performance solution. Now, customers enjoy a user-friendly application that provides an exploratory data experience and adjusts to execute different queries depending on their specific needs.

The joint solution will debut with a demonstration at Dataupia's booth # 515 during the TDWI World Conference in Chicago on May 11-16, 2008. It showcases data visualization analysis on two decades of FAA data from 1987 to 2008 accessed through a Microsoft SQL Server database. Highlights include:

- The joint solution's ability to perform complex queries with multiple filters on all twenty years of data with response times in seconds. This was impossible to achieve before the implementation of the Dataupia Satori Server;
- Real-time, ad hoc visual analytics and dashboards. This includes interactive presentation, sharing and collaboration using a web-based interface.
- Dataupia's compression capabilities, which have reduced the size of the data file to just three percent of its original size.

"Data exploration and discovery is what ultimately leads to innovative business ideas. Given the staggering amount of data that companies deal with on a daily basis, having a flexible, easy-to-use data management infrastructure is critical for data visualization and analysis," said Kevin Brown, vice president, partnerships and alliances, Tableau Software. "We have found that the harder it is to leverage data, the less likely businesses are to use it to their advantage. Dataupia's ability to increase performance and user-friendliness has re-energized companies to explore and gain the most value from their data."

"Dataupia was founded on the principal of unlocking the power of data for business users and allowing them to use their data in news ways," said Jim McManus, vice president, channels and alliances, Dataupia. "By partnering with Tableau, we are affirming this commitment. Together, we've created an optimized universe of data that can execute different types of summary question requests. This provides invaluable information for customers who need to quickly gain the most business insight from their data."

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 Tableau Software
Tableau Software, a privately held company based in Seattle, is the leading provider of software applications for fast analytics and visualization. Its award-winning products can be downloaded at www.tableausoftware.com/trial.htm and used by anyone, including executives, managers, business analysts, strategic consultants, financial professionals, market researchers, scientists and engineers in nearly every industry. For more information, visit www.tableausoftware.com.

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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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