



For Immediate Release:

Rachel Miller
SHIFT Communications
(617) 779-1856
dataupia@shiftcomm.com

Jaime Hodges
MITX
(617) 871-2155 x205
jaime@mitx.org

**DATAUPIA RECEIVES AWARD FOR DATA MANAGEMENT
AT THE 2008 MITX TECHNOLOGY AWARDS**

5th Annual Awards Honor Technology Innovation in New England

Cambridge, Mass. – June 6, 2008 – [Dataupia Corporation](#) has been selected as winner in the category of Data Management for the 2008 MITX Technology Awards. The MITX Technology Awards, presented by the Massachusetts Innovation & Technology Exchange, recognize innovative technologies developed in the New England area, as well as the individuals and organizations responsible for driving these advancements. Honorees for this year's awards were announced June 3 in a ceremony at The Royal Sonesta Hotel in Cambridge.

"We have been extremely impressed with the breadth and quality of the nominations this year. They show incredible innovation across a variety of sectors and highlight the vitality of our local technology community," said Kiki Mills, executive director of MITX. "As we continue to enjoy a surge in technology investments in New England, we are proud to showcase the contributions our community is making to global technology development."

The [Dataupia™ Satori Server](#) 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 Dataupia Satori Server is the first and only solution designed for database and application transparency. The combination of highly specialized software and powerful processors allows large amounts of data to remain on-line and ready for use. Additionally, this solution provides 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.

"We are honored to have received this award for our innovative approach to data management," said Foster Hinshaw, chief executive officer, Dataupia. "This award, coupled with the rapid adoption of the Dataupia Satori Server, is a firm reminder of the value of having open access to data."

More than 325 of the region's top technology and business professionals attended the MITX Awards ceremony. The event also included a keynote address by Dr. Amar Bose, chairman & technical director of Bose Corporation, as well as a panel forum on "What's Next for the Advertising Business Model." For a complete list of winners please visit http://www.mitxawards.org/technologyawards/finalists_winners.aspx?year=2008

The 2008 MITX Technology Awards sponsors were Backbone Media, DLA Piper, Invest Northern Ireland, LEWIS PR, Oracle, Rocketship and Technology Review, Inc.

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.

About MITX (www.mitx.org)

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.

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