DATAUPIA™

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DATAUPIA STRENGTHENS MANAGEMENT TEAM; APPOINTS KENNETH LAWRENCE AS VICE PRESIDENT OF SALES

Management Team Expands to Address Rapid Customer Adoption of Dataupia Satori Server

Cambridge, Mass. – June 16, 2008 – Dataupia Corporation today announced that Kenneth Lawrence has joined the executive team as vice president of sales. Lawrence brings invaluable experience as a global market leader in analytic solution sales to Dataupia. With specific knowledge in the high-tech industry and a proven track record of exceeding objectives, Lawrence complements the seasoned executive team at Dataupia.

"With customer adoption on the rise, and the Company gaining momentum and industry recognition, this is an exciting time to be joining Dataupia," said Lawrence. "I look forward to hitting the ground running to further our position in the market and complement Dataupia's overall business strategy."

Lawrence, who started his career as a software engineer, comes to Dataupia with more than 20 years of proven revenue generating experience. He most recently served as director of US Retail Banking & Capital Markets Sector with SAS Institute – a leader in business intelligence and analytical software and services.

"Ken understands our rapidly growing market and the intrinsic value Dataupia offers organizations trying to access hundreds of terabytes of data and extract business-critical information," said Foster Hinshaw, chief executive officer, Dataupia. "His creativity and market knowledge meld well with Dataupia's executive team and business goals."

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 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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