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DATAUPIA SELECTED AS A FINALIST FOR MASS TECH LEADERSHIP COUNCIL'S EMERGING INNOVATIVE COMPANY OF THE YEAR AWARD

Cambridge, Mass. – July 23, 2008 – [Dataupia Corporation](#) today announced that it has been named as a finalist for the Mass Tech Leadership Council's 2008 Technology Leadership Awards in the Emerging Innovative Company of the Year category. The Mass Technology Leadership Awards honor Massachusetts companies and individuals who best exemplify leadership and excellence in business and technology. The Technology Leadership Awards recognize outstanding achievement in both the development and deployment of information technologies that address critical business issues.

The Dataupia Satori Server [data management system](#) is an all-in-one solution – server, storage and optimization software packaged as a [data warehouse appliance](#). Dataupia's solution addresses business agility in multiple ways including adaptability pertaining to business and operational changes such as increased users or queries, as well as data-retention and data access regulation compliance. Specifically, the Dataupia Satori Server is designed to deliver persistent access to as much data as an organization needs, while allowing for massively parallel processing for complex joins, data exploration, point queries, interactive reporting functionality, and continuous and seamless scalability.

"Being chosen as a Mass Technology Leadership Council finalist is rewarding and a reminder of how innovation and excellence in technology can distinguish a company such as Dataupia," said Foster Hinshaw, chief executive officer, Dataupia. "Businesses that succeed in today's information age are those that focus on operating efficiency and have a superb understanding of their customer's buying preferences. Dataupia is committed to developing cutting-edge technology to help businesses close the gap on reaching the nirvana of one-to-one personalized products and services."

The award winners will be announced at the Fall Awards Gala, October 23, 2008, at the Sheraton Boston.

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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