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**DATAUPIA'S CEO FOSTER HINSHAW
HONORED AS MASS HIGH TECH ALL-STAR**

Boston, Mass. – September 15, 2008 – *Mass High Tech*, The Journal of New England Technology, has named Foster Hinshaw to its list of 2008 All-Stars. Now in its 13th year, the Mass High Tech All-Stars award recognizes the region's leaders in New England's innovation economy.

Foster Hinshaw, president and chief executive officer of [Dataupia Corporation](#), was one of more than 200 people nominated for consideration in 14 sectors, and has been selected as the top candidate for Information Systems.

"As companies consistently work to try and do more with less, it is essential that they realize the direct correlation between data accessibility and valuable business intelligence," said Foster Hinshaw, chief executive officer, Dataupia. "It's a real honor to be designated as an all-star and this award also serves as a reminder of the significance of technology, such as the Dataupia Satori Server, that helps businesses free their data."

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.

"The *Mass High Tech* All-Stars event is the technology industry's premier event in New England, and we're thrilled to have Foster Hinshaw be a part of our celebration," said Douglas Banks, editor of *Mass High Tech*. "This year's group illustrates once again why New England is a world leader in technology and innovation."

The honorees will be profiled in a special supplement in the October 31, 2008 edition of *Mass High Tech*.

An awards celebration and networking reception will be held on October 30, 2008 at The Charles Hotel in Cambridge, MA. Additional event information can be found online at <http://masshightech.bizjournals.com/masshightech/event/4637>.

"MHT has once again recognized some of the region's best and brightest," said Michael Olivieri, publisher of Mass High Tech. "The core of New England's technology sector gets stronger each year, and we'll proudly continue to honor this progress."

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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