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**IMN SELECTS DATAUPIA SATORI SERVER AS UNDERLYING DATA  
MANAGEMENT SOLUTION FOR ANALYTIC OFFERINGS**

*Cost, Ease-of-Use, Scalability and Transparency Cited as Main Drivers*

**Cambridge, MA – November 10, 2008** – [Dataupia Corporation](#) today announced that IMN, provider of content-driven e-communications services for sales and distribution networks, has selected the [Dataupia™ Satori Server](#) as the underlying data management solution for its analytic offerings.

The Dataupia Satori Server enables IMN to deliver a superior offering of analytical data in an all-in-one unified solution. Chosen for its ease of use, scalability, competitive pricing and Omniversal Transparency™, the Dataupia Satori Server provides persistent access to data by allowing multiple users to concurrently query massive amounts of data. Moreover, IMN looks to benefit from measurable performance gains across all operational business intelligence areas with the extremely low cost of ownership uniquely offered by the Dataupia Satori Server.

“In today’s fluctuating economic conditions, the importance of a scalable, cost-effective solution for data access and analysis is essential to a business’ success,” said Tim O’Leary, chief technology officer, IMN. “The Dataupia Satori Server’s unique ability to scale our Microsoft SQL Server environment continuously allows us to obtain real-time, drilled down analytics quickly and flawlessly. In turn, these analytics provide ongoing, crucial intelligence regarding the behavior patterns of our client’s audiences.”

Dataupia’s all-in-one solution - server, storage and optimization software - packaged as a single data warehouse appliance is the first and only data management system specifically designed for database and application transparency. IMN specializes in industry-focused solutions—such as automotive, financial services, technology, direct selling and B2B and B2C markets.

“As companies look for ways to stay competitive, they will continue to look for solutions that deliver high level service at a reasonable cost,” said Foster Hinshaw, CEO, Dataupia. “We’re excited to be able to provide companies like IMN with the ability to quickly and affordably deliver information to a broad range of clients for the purpose of managing crucial business processes.”

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 organizations to easily and affordably maintain and access data that is important to their business. The Dataupia Satori Server deploys quickly, and requires little administration. Its Omniversal Transparency allows for seamless integration and continuous scalability to support increased users and data.

#### **About IMN**

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of market segments including self-service marketing and in vertical markets such as automotive, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, New York Life, Southern Living AT HOME and Sony. Additional information can be found at [www.imninc.com](http://www.imninc.com) or by calling 1-866-964-6397.

#### **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](http://www.dataupia.com).

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