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DATAUPIA CLOSES 2008 WITH SIGNIFICANT REVENUE GROWTH; DOUBLED CUSTOMER BASE

Industry Accolades, Executive Additions and Injection of Venture Capital Funding Round Out Highly Successful Year

Cambridge, MA – January 20, 2009 – With high hopes for 2009, Dataupia Corporation announced company highlights for 2008, including significant revenue growth, industry accolades, new customers, product enhancements and a number of significant partnerships. Most recently, Dataupia secured financing in a Series B-1 round of venture capital investment. The company also focused expanding personnel to accommodate customer interest and needs by appointing Vice President of Sales Kenneth Lawrence, and Vice President of Technology and Product Delivery Amrith Kumar.

"It's been a momentous year for the data warehousing industry as we've watched the data warehouse appliance go mainstream," said Krish Krishnan, President, Sixth Sense Advisors Inc. "As the economy continues to waiver, companies will seek cost-effective ways to access and use their business-critical data by utilizing solutions such as the Dataupia Satori Server. In 2009, the value of data management systems will only increase in importance and become the top priority as companies hone in on business intelligence to streamline processes and focus on customer acquisition and retention."

The Dataupia Satori Server is an all-in-one solution – server, storage and optimization software – packaged as a single data warehouse appliance and is the first and only data management system specifically designed for database and application transparency. The company, which launched the Dataupia Satori Server in May 2007, was recognized with a variety of remarkable industry awards in 2008 including: SearchDataManagement.com's 2007 Product of the Year Award which was announced in January 2008; Gartner Cool Vendors in Data Management and Integration; 2008 MITX Technology Awards for Data Management; and the Mass High Tech All Star Award, which honored CEO Foster Hinshaw.

"Dataupia's success in 2008 reflects two things – company and product strength," said Rick Grinnell, Managing Director, Fairhaven Capital Partners. "Despite the current economy, the ability to quickly and affordably deliver information to a broad range of users will remain a necessity for enterprise customers, and this is what Dataupia provides. This is an exciting time for the data warehousing industry and I look forward to watching Dataupia's continued growth."

Dataupia also announced two product enhancements this past year. One of the key changes was availability of the Dataupia Satori Server with Dynamic Aggregation. This feature offers market leading pre-calculation capabilities including remarkable aggregate load rates, which refreshes aggregate data at an exceptionally fast pace while providing complete drill-down capabilities for flexible and interactive reporting. Additionally, with organizations increasingly under pressure to adopt green computing practices, Dataupia announced that their solution actually reduces energy consumption and space requirements in the data center.

"As an entrepreneur, I recognize the value of ongoing business analysis. As I reflect back on Dataupia's 2008 accomplishments, I'm proud of the growth and determination the company has shown in the face of economic uncertainty," said Foster Hinshaw, CEO, Dataupia. "To further solidify our strengths, we're going to focus on our Business Partner Program. In 2008, we announced partnerships with companies such as Cognos and Tableau. We'll continue to focus on building strong business alliances in 2009 to enhance our data management expertise and increase customer support initiatives while working to expand our customer base."

The Dataupia Satori Server data management system 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 combination of highly specialized software and powerful processors allows large amounts of data to remain on-line and ready for use. The Dataupia Satori Server installs quickly, requires little administration, and allows for Omniversal Transparency and continuous and seamless scalability for increased users and data.

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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