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TONY SIRIANNI JOINS DATAUPIA AS CEO

Former Cognos Senior Executive to Build on Company and Market Growth

Cambridge, Mass. – March 16, 2009 – [Dataupia Corporation](#) today announced that Tony Sirianni has joined the executive team as president and Chief Executive Officer. Founder Foster Hinshaw, together with CTO John O'Brien, will continue to drive the technology vision of the Company and remains an active member of the board.

Sirianni boasts a wealth of experience in the high technology industry, most recently related to Business Intelligence and [Data Warehousing](#). Specifically, he has a proven record of increasing revenue, and executing go-to-market strategies through various stages of a company's lifecycle. Sirianni will leverage his deep operational, marketing, sales and technology expertise to expand Dataupia's position as the go-to company for innovative [data management systems](#). He will also build on the [Dataupia Satori Server's](#) standing as the industry's only easy-to-use, scalable and affordable data warehouse appliance that complements existing technology environments.

"Dataupia has built a strong reputation in the industry around its unique offering," said Sirianni. "Now more than ever, organizations need data management systems that deliver comprehensive business insight without draining their IT budgets. Dataupia consistently delivers on its promise to unlock the value of data for business and IT users. I am looking forward to working with Dataupia's talented team as we continue to ensure that access to data is fast, easy and affordable."

Sirianni joins Dataupia with more than 18 years of experience defining, positioning and leading technology companies. Most recently, he held senior level positions at Cognos, including SVP Worldwide Field Operations. Serving in a series of strategic positions, Sirianni played an important role in successfully increasing [Business Intelligence](#) revenues from \$10 million to more than \$800 million and the market value of the company from \$100 million to more than \$5 billion. Prior to his time at Cognos, Sirianni spent time at Revelation Technologies, Access Technologies and Data Terminal Systems.

"I founded Dataupia with an unwavering commitment to be the preeminent company at unlocking the power of data for business users," said Foster Hinshaw, chairman of the board, Dataupia. "I am confident that under Tony's leadership, we will continue to deliver on that promise. As data volumes grow and the adoption of data warehouse

appliances increases, I know Tony will continue pushing the limits of today's technology to put valuable information in our customers' hands.”

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.

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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