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Dataupia Named To
The First Annual InformationWeek Startup 50

Company Recognized for Business Value Delivered by Innovative Data Warehouse Appliance

Cambridge, Mass. – April 27, 2009 – Dataupia Corporation today announced that it was named to the first annual listing of the InformationWeek Startup 50, revealed last week in InformationWeek Magazine and on InformationWeek.com.

InformationWeek's Startup 50 is a list of the top 50 business technology startups selected by InformationWeek readers and editors. Companies were selected in a three-step process that involved nomination, online voting and editorial vetting.

The technologies and the companies behind them were evaluated on the following criteria:

- Innovation and their ability to inject new ways of doing things into business processes
- Value, which is reflected in lower costs, increased sales, higher productivity, or improved customer loyalty
- Enterprise-readiness, meaning that a product or service scales and can be deployed and managed as necessary by IT pros

Dataupia allows businesses to manage and utilize massive amounts of data without re-engineering business processes and applications, complementing existing data management environments and offering ease-of-use and affordability by eliminating many of the costly and complex barriers to making data accessible. Led by an executive team with a rich history of industry experience, Dataupia has recently announced a number of product enhancements to the Dataupia Satori Server™, an all-in-one solution – server, storage and optimization software – packaged as a single data warehouse appliance. 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.

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

ready for use. Its superior performance, simplicity and flexibility support more simultaneous queries and concurrent users than traditional data warehouse platforms, providing organizations with deeper, easier access to their data and, ultimately, more comprehensive business insight.

"Recognition in the 'Startup 50' is an honor we are proud to accept," said Tony Sirianni, CEO, Dataupia. "This award further validates our belief that enterprises will continue to seek fast, affordable access to their business-critical data and turn to data warehouse appliances to gain a comprehensive view of their customer base in real-time."

"It was difficult to limit ourselves to 50 startups because there's a lot of exciting companies out there," said Andrew Conry-Murray, Business Editor, InformationWeek. "That said, we believe the InformationWeek Startup 50 have innovative solutions to critical business problems and are worthy of enterprise consideration."

InformationWeek editors and readers identified young companies that are ready to address the critical challenges facing the enterprise. Whether it is securing networks, cutting costs or streamlining IT operations and business processes, the InformationWeek Startup 50 provides IT professionals and executives insight on new and innovative solutions from the named companies.

The full list of the InformationWeek Startup 50: Business Technology Companies To Watch, along with analysis by InformationWeek editors, can be found online at: http://www.informationweek.com/news/services/saas/showArticle.jhtml?articleID=216600068.

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.

About InformationWeek
InformationWeek (www.informationweek.com) is the anchor brand for the InformationWeek Business Technology Network – a powerful portfolio of resources that span the technology market, including security with DarkReading.com, storage with ByteandSwitch.com, application architecture with IntelligentEnterprise.com, network architecture with NetworkComputing.com, cloud computing with PlugIntoTheCloud.com, and Internet innovation with InternetEvolution.com. InformationWeek magazine reaches 440,000 business technology professionals at more than a quarter million unique locations. Its mission is to help CIOs and IT executives define and frame their business technology objectives. InformationWeek.com delivers breaking news, blogs, high-impact image galleries, and proprietary research as well as analysis on IT trends, a whitepaper library, video reports, and interactive tools, all in a 24/7 environment.

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