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Dataupia Named a Red Herring 100 North America Finalist

Company Honored Among This Year's Most Promising Private Technology Ventures in North America

Cambridge, Mass. – May 6, 2009 – Dataupia Corporation today announced its status as a finalist of the "Red Herring 100 North America" award, a prestigious list honoring the year's most promising private technology ventures in North America.

The Red Herring editorial team selected the most innovative companies from a pool of 1,200. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

Dataupia empowers companies to access more data than ever before without having to change their existing infrastructure. The Company offers ease-of-use, low TCO and enables businesses to make more informed decisions, ultimately improving business agility and performance. 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™ 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 data access to high volume data-intensive applications. 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.

"When you passionately believe in what your company is doing, there is no greater honor than being recognized by industry leaders," said Tony Sirianni, CEO, Dataupia. "At Dataupia, we strongly believe

in helping businesses understand the importance and power of their data, and are overjoyed that Red Herring has chosen to honor us for our innovation. We are excited to receive this accolade and congratulate our fellow finalists."

"This year was especially difficult," said Alex Vieux, Publisher and CEO, Red Herring. "There were so many great companies producing really innovative and amazing products that we had a difficult time narrowing it down to 200. Now we're faced with the arduous task of selecting the final 100. We know that this year's crop will grow into some amazing companies that are sure to go far."

For over 10 years, The Red Herring 100 North America award, open to private technology companies headquartered in North America, has been given to the top 100 tech companies based upon their technological innovation, management strength, market size, investor record, customer acquisition and financial health. During the several months leading up to the announcement, hundreds of companies in the telecom, communications, security, Web 2.0, software, hardware, biotech and clean tech industries sent in their submissions to qualify for the award.

The CEOs of the 200 finalists are invited to present their winning strategies at the Red Herring Conference in San Diego, where the Red Herring Top 100 will be announced.

About Red Herring
Red Herring is a global media company uniting the world's best high technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.
For more information, visit www.redherring.com.

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.