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Dataupia Awarded "Red Herring 100 North America"

Cambridge, Mass. – May 22, 2009 – Dataupia Corporation today announced that it has been selected as a winner of the Red Herring 100 North America Award. The Red Herring editorial team deploys a detailed process to whittle down a pool of 1,000 eligible, promising companies to the 200 Finalists and in a last round decided for the top 100 winners of this important North American award. Evaluations are made on both quantitative and qualitative criteria, such as financial performance, innovation, management, global strategy, and ecosystem integration. The Winners, elite executives and venture capital leaders from North America celebrated the Top 100 Privately Held Companies in San Diego, May 11-14, 2009.

"Dataupia's inclusion in the Red Herring 100 is a win for the data industry as a whole," said Tony Sirianni, CEO, Dataupia. "We are overjoyed to have achieved this honor and know that this will shed further light on the importance of data to the organization."

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.

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.