

Press Release

Foster Hinshaw Takes the Helm at Dataupia

Industry Veteran Leads Data Warehouse Appliance Venture into High Growth Phase

Cambridge, Mass., November 18, 2009 – Dataupia is pleased to report that Foster Hinshaw has returned to Dataupia as chief executive officer. Foster Hinshaw, known as “the Father of Data Warehouse Appliances,” founded Dataupia to drive appliance technology into the mainstream data warehousing market. After taking a hiatus following a medical surgery, he is back to lead the Company into a high growth phase.

“I am excited about the company’s position and direction,” said Hinshaw. “This is a great time for expansion. During the recession, we established a very strong customer base and an internationally proven product, with deployments in some of the world’s largest installations. Dataupia is in an excellent position to take advantage of the economic recovery. This timing is similar to what happened at my previous company, Netezza, where we created core value during the last economic downturn and successfully rode the upswing.”

Dataupia has recently secured additional funding to support its long-term product development plans and customer acquisition to fuel its growth as the economy rebounds.

According to Jonathan Saunders, chief operating officer for the Company, “The market has proven Foster Hinshaw’s perception that companies are facing critical capacity limits in their ability to access and use their data. Under his direction, Dataupia will continue to offer its valuable solution for highly-scalable business applications at a very affordable price point, which is especially attractive for companies looking to support their own growth.”

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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