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DATAUPIA JOINS BUSINESS OBJECTS TECHNOLOGY PARTNER PROGRAM

Alliance Provides Customers with a Cost-Effective Solution for Accessing Hundreds of Terabytes of Data

Cambridge, MA – November 27, 2007 – Dataupia Corporation (www.dataupia.com) today announced it has joined the Business Objects (www.businessobjects.com) Technology Partner Program, which allows both companies to engage in joint sales, marketing and development activities. This new alliance is aimed at offering enhanced integration between the [Dataupia Satori Server](#) and Business Objects reporting and data quality solutions.

The combination of Dataupia's [data management system](#) with Business Objects solutions allows joint customers to affordably and securely collect, store and query massive amounts of data on-line. The alliance strengthens Dataupia's ability to provide persistent access to hundreds of terabytes of data, and ultimately improves customers' business insight and performance.

"Business Objects is very pleased to welcome Dataupia as a Technology Partner," said Wyatt Mullin, vice president of global ISV channel at Business Objects. "This relationship will help enable our joint customers to be even more successful when deploying Business Objects leading business intelligence solutions in conjunction with Dataupia's Satori Server technology."

Dataupia delivers more data to businesses by seamlessly augmenting current technology infrastructure through omniversal transparency™. This means that unlike "rip & replace" technologies, the Dataupia Satori Server enables Business Objects customers to leverage and build on their existing data management system without complex integration requirements. Dataupia supports applications running on Oracle, Microsoft SQL Server and DB2 databases natively.

"We are thrilled to partner with a leading BI vendor that shares our goal of allowing businesses to get the most out of their data to improve business insight," said Jim McManus, vice president of channels and alliances at Dataupia. "As the data warehouse and BI markets evolve, we look forward to working with Business Objects to provide companies with the tools they need to leverage their data."

Dataupia's data management system, the Dataupia Satori Server, represents an evolution in data warehouse appliance technology. By combining highly specialized

software and industry-standard hardware into an easy to manage solution, the Dataupia Satori Server allows large amounts of data to remain on-line and easily accessible by reporting and analytic applications without dedicating a team of highly skilled experts. With Dataupia, organizations can easily and affordably maintain and access data that is important to their business.

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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