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DATAUPIA AND LOGIXML OFFER COMPLETE DATA MANAGEMENT AND BUSINESS INTELLIGENCE PLATFORM

Alliance Enables Organizations to Obtain Greater Value from Business-Critical Data

Cambridge, MA and McLean, VA – January 15, 2008 – [Dataupia Corporation](#) and LogiXML, Inc. today announced that they have partnered to provide businesses with a complete foundation for data management and Business Intelligence (BI) needs. The technology alliance provides users with the next-generation capabilities of Dataupia's data management system, the [Dataupia Satori Server](#), and the full suite of LogiXML's Web-based Business Intelligence solution, [Logi 8](#).

The Dataupia Satori Server is an all-in-one solution – server, storage and optimization software – packaged as a single data warehouse appliance. It is the first and only data management system specifically designed for database and application transparency. Logi 8 offers all of the BI capabilities users across an organization may need, including comprehensive [corporate reporting and analysis](#), ad hoc reporting and valuable BI data services.

Together, Dataupia's [data management system](#) and LogiXML's Logi 8 Business Intelligence platform affordably and securely collect, store and query massive amounts of data on-line while providing access to complete BI reporting and analysis. Business insight is strengthened with Dataupia's ability to seamlessly integrate into existing infrastructures, providing access to hundreds of terabytes of data, and Logi 8's robust BI reporting and analysis platform. LogiXML's reporting tool is significantly enhanced by Dataupia's universal access to data. The increased data available for analysis results in more information that can translate into actionable business information for organizations.

"LogiXML is excited about forging a partnership with Dataupia, a key player in the data management space," said Bill Kotraba, director of sales at LogiXML. "Our solutions will no doubt dramatically affect the overall business processes of our end-users. We believe that this alliance will provide our customers with a powerful and comprehensive solution that not only allows them to fully utilize previously unavailable data, but also to make better business decisions."

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 LogiXML 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.

“The Dataupia Satori Server’s ability to keep large amounts of data on-line and easily accessible is highly complimentary to the proven reporting capabilities of LogiXML’s Business Intelligence platform,” said Jim McManus, vice president of channels and alliances at Dataupia. “Our two organizations have something very important in common – a passion to increase business insight by showing customers how much value they can obtain from 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 LogiXML, Inc. (www.logixml.com)

LogiXML, the leader in interactive, Web-based Business Intelligence, empowers enterprises to turn data into business-critical information with pure Web-based reporting and analysis products. The Company offers a comprehensive platform that addresses all key areas of BI - managed reporting, ad hoc reporting, analysis and data services. Used by thousands of organizations worldwide, LogiXML products are built on standards-based technologies for easy integration, implementation and upgrade. LogiXML's per server pricing model makes its powerful technology the most affordable BI solution on the market. Founded in 2000, LogiXML is privately held and venture backed company based in McLean, Virginia.

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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