

For ParAccel, Inc.:
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ParAccel Receives CMP's *Intelligent Enterprise* 2008 Editors' Choice Award

Editors recognize ParAccel as an "upstart that's blowing by established price and performance benchmarks" with the ParAccel Analytic Database

San Diego, CA – January 10, 2008 –ParAccel, Inc., provider of the ParAccel Analytic Database, a record-breaking, high-speed, low-effort, columnar database management system, announced it has received CMP's *Intelligent Enterprise* 2008 Editors' Choice Award. *Intelligent Enterprise* editors recently chose 48 companies that provide exceptional vision, technology innovation and customer leadership in attaining strategic objectives. ParAccel was recognized as a "Company to Watch" in Information Management.

"Column-store databases are nothing new; it's well known that they offer super scalability and blazing query response in analytic applications," the editors wrote. "ParAccel is an upstart that's blowing by established price and performance benchmarks." Commenting on the awards process, *Intelligent Enterprise* Editor-in-Chief Doug Henschen said, "We look beyond sheer size and technology breadth to consider vendors that are leading the market in terms of innovation and market influence."

"We are honored to receive the prestigious CMP *Intelligent Enterprise* 2008 Editors' Choice Award," said ParAccel President and CEO David Ehrlich. "Since our launch and the introduction of the ParAccel Analytic Database in October 2007, ParAccel has announced product availability, customer wins, record TPC-H benchmark results, a relationship with Sun Microsystems and the raising of \$20 million in Series B financing. Receiving this award is further indication of the importance of our solution and the impact being made by our employees' dedication to delivering the world's fastest and most efficient platform for analytic queries," Ehrlich said. "The data warehousing market is demanding increasingly higher performance with less effort and at more affordable price points. ParAccel is ideally and uniquely positioned to deliver on these demands."

"To be selected for this award from such a large playing field is a tremendous achievement," said Kim Stanick, ParAccel vice president of marketing. "It validates our notable presence in the highly competitive Information Management marketplace and further intensifies the strong momentum of our launch."

The ParAccel Analytic Database gives companies a competitive advantage, allowing them to accomplish in seconds what used to take hours. It is the world's fastest columnar DBMS and has delivered record-shattering performance and price-performance gains over other database management systems in customer environments as well as the industry standard TPC-H benchmark, an audited benchmark provisioned by the Transaction Processing Performance Council (TPC).

About ParAccel

ParAccel, Inc. is the proven leader in analytic performance and price-performance. The ParAccel Analytic Database combines patent-pending innovations with a columnar, compressed, massively

parallel, all-in-memory-capable architecture and is available as a virtual or packaged appliance on standard hardware from all major vendors. It can be implemented stand-alone, or as a drop-in accelerator to extend an existing SQL Server or Oracle investment. ParAccel's management team includes technical founders and industry veterans from noted data management companies Netezza, Oracle, Teradata, Gupta and PointBase. ParAccel recently shattered prior TPC-H benchmark performance and price-performance records at 100GB, 300GB and 1TB using a single configuration at each scale factor. ParAccel is headquartered in San Diego, CA. For more information please contact us at info@paraccel.com or 866-903-0335, or visit us at www.paraccel.com.

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