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ParAccel Expands ‘Cash for Clunkers’ Program to Meet Demand for Dramatic Improvements in Analytic Price-Performance

ParAccel offers Oracle Exadata v1 and select Greenplum customers a free, one-year subscription for the ParAccel Analytic Database

Cupertino, Calif. – October 14, 2009 – The popular ParAccel "Cash for Clunkers" program, offering Netezza NPS customers who migrate to the ParAccel Analytic Database a free one-year subscription, has been expanded in response to industry demand. ParAccel, Inc., provider of the record-breaking ParAccel Analytic Database, a high-speed, low-effort, massively parallel (MPP) columnar database management system (DBMS) for data warehousing and analytics, today announced its “[Cash for Clunkers](#)” program is now open to companies wishing to switch from Oracle Exadata v1 or the Greenplum/Sun Data Warehouse Appliance. Under the terms of the program, these select Oracle and Greenplum customers who migrate to the [ParAccel Analytic Database](#) and sign up for a three-year software subscription will get their first year free and their second and third years at \$15,000 per terabyte.

“Since announcing our 'Cash for Clunkers' program last month, we have received a tremendous response from companies seeking both freedom from proprietary hardware as well as access to the dramatic price-performance improvements that ParAccel achieves with its leading edge columnar-MPP design,” said Kim Stanick, VP Marketing, ParAccel. "Companies using several offerings from Oracle and Greenplum asked if our program could be expanded to include them. Given the demand, we are pleased to announce this expansion.”

[ParAccel](#) offers customers the most efficient and affordable path to industry leading analytic performance plus enterprise-class availability and manageability. PADB is the industry’s proven

performance leader. ParAccel's advanced [MPP, columnar architecture](#) runs on standard hardware and consistently outperforms other analytic databases, without the need for time-consuming and costly tuning, indexing and secondary data structures. Its patent-pending Blended Scan capability balances I/O and storage across direct-attached compute nodes and an enterprise SAN, enabling customers to take advantage of their enterprise data management infrastructure for high availability, disaster recovery and backups.

To sign up for ParAccel's "Cash for Clunkers" migration program, visit

http://www.paraccel.com/cash_for_clunkers.php

About ParAccel

ParAccel, Inc. is the proven leader in scalable analytic performance and price-performance. The ParAccel Analytic Database™ is a new generation, MPP-Columnar DBMS that is delivering breakthrough analytic performance and price-performance in customer environments. Available as software or a virtual or packaged data warehouse appliance, it can be implemented on standard hardware from all major vendors. Leading companies like Merkle, OfficeMax, and Autometrics use ParAccel to extend their analytic performance advantage. ParAccel's management team includes technical founders and industry veterans from noted data management companies Netezza, Oracle, Teradata, Gupta, SenSage, PointBase, and IBM. ParAccel is based in California with offices in Cupertino and San Diego. For more information please contact us at info@paraccel.com or 866-903-0335, or visit us at <http://www.paraccel.com>.

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