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**For Immediate Release**

**OBJECTIVITY EXPANDS PRESENCE IN AUSTRALIA, NEW  
ZEALAND AND ASIA PACIFIC REGION**

*- Differential Asia Pacific Distributes Industry Leading Objectivity/DB  
Object Data Management (ODBMS) Platform -*

**SUNNYVALE, Calif., (March 28, 2006)** - - - Supporting the growing international demand for its real-time data management solutions for complex inter-related data, Objectivity, Inc. announces Differential Asia Pacific of Sydney, Australia has signed an agreement to distribute Objectivity/DB in the Asia Pacific region, including Australia and New Zealand. Objectivity/DB is the leading object oriented data management platform for the real-time management of complex inter-related data.

**Objectivity/DB Enables Scalability and Data Fusion**

Objectivity/DB is widely recognized in the industry for its ability to store and manage very large volumes of complex data for event and relationship processing within mission-critical applications. These applications are used in process control, medical and telecommunications equipment, government, internet infrastructure and financial services. The Objectivity/DB platform enables organizations to monitor, analyze and respond to circumstances by identifying inter-relationships or anomalies, thus providing real-time intelligence for predictive analysis and decision support.

“Objectivity’s inclusion into our solution portfolio adds a new dimension to addressing the massive data management, correlation, and data fusion requirements of large organizations that traditional relational based data management solutions fail to meet.” said Erick Kendrick, director at Differential Asia Pacific.

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### **Differential Delivers Experience**

Differential Asia Pacific distributes leading software solutions into the Asia Pacific region including Australia and New Zealand. As a software solution advisory service, they have extensive experience within the government and telecommunications sector. Differential's solution portfolio is designed to meet the most challenging of IT environments that require massive data management coupled with complex data correlation and business processes. In addition to the Objectivity/DB data management solution, the company's portfolio includes Piction (Enterprise Digital Resource Management) and Iona/Open Frameworks solutions (Middleware / SOA ESB). Their customers include Department of Defence, Telstra, Fairfax NZ, Australian War Memorial and Vodafone NZ.

"Differential Asia Pacific is well-known for its commitment to the highest levels of customer service," said Jay Jarrell, president and CEO of Objectivity, Inc. "Differential has the talent in place to deliver the appropriate level of experience to our Asia Pacific customers. We are pleased to welcome Differential Asia Pacific to the Objectivity family of international distributors. The addition of effective sales channels in Asia Pacific is a key strategy with respect to our goal of continued revenue growth worldwide. For many of our core vertical markets, where Objectivity leads with a competitive advantage, Asia Pacific will contribute to our top-line growth objectives."

### **About Objectivity, Inc.**

Objectivity, Inc. is a global technology leader in data management products and services for software applications with the most demanding data management challenges. The company's flagship product, Objectivity/DB is the leading object oriented data management (ODBMS) platform for the real-time management of complex inter-related data. Objectivity/DB is recognized for its ability to store and manage very large volumes of complex data for event and relationship processing within mission-critical applications. These applications are developed by ISVs, OEMs and end-users in process control, medical and telecommunications equipment, government and financial services. Objectivity/DB enables organizations to monitor, analyze and respond by identifying inter-relationships or anomalies providing real-time intelligence for predictive analysis and decision support.

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Objectivity, Inc. is headquartered in Sunnyvale, Calif., USA. Please contact the company by sending e-mail to [info@objectivity.com](mailto:info@objectivity.com), visiting at [www.objectivity.com](http://www.objectivity.com) or calling (408) 992-7100. In the Asia Pacific region please contact Erick Kendrick of Differential Asia Pacific at +61 2 9025 3778. Objectivity/DB is available on a 30-day FREE TRIAL basis at [www.objectivitydownload.com](http://www.objectivitydownload.com).

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