Objectivity

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For Immediate Release

OBJECTIVITY ANNOUNCES NEW PRICING MODELS FOR LICENSES ON MULTI-CORE SERVERS

- New Pricing Makes Leading ODBMS Platform More Affordable to Developers of Mission-Critical Applications -

SUNNYVALE, Calif. (September 28, 2006) -- Objectivity, Inc., the leading provider of data management solutions for complex inter-related data, today announced new license pricing for its object database technology deployed on multi-core microprocessors. Objectivity's pricing will treat each core as a separate CPU. Under Objectivity's user/processor pricing model, pricing for multi-core processors will be based on 50% of the total number of CPUs. Under Objectivity's unlimited user pricing model, pricing for multi-core processors will be 50% of the total CPU calculated price. In some instances, licensing on specific processing architectures will be offered at a larger discount. This pricing is available on all hardware, operating systems, and software application languages supported by Objectivity/DB®. For detailed information about Objectivity's licensing and pricing, please contact Objectivity at info@objectivity.com, or call (408) 992-7100.

Objectivity for Mission-critical Applications

The Objectivity/DB platform enables Objectivity's customers and their end-users to collect and process ever increasing quantities of data from a growing number of sources to understand complicated inter-relationships and recognize patterns. This ability to transform small clues into major breakthroughs has significantly improved applications used in process control, medical and telecommunications equipment, financial services and the government sector. Objectivity/DB provides a reliable, scalable repository for the wide range of complex data types found in today's advanced real-time data fusion applications. The Objectivity/DB platform is highly optimized for performance and throughput in systems that handle highly interconnected data.

"With the recent advent of multi-core processors, Objectivity is responding to our customers' request for new licensing paradigms. Now developers can take advantage of Objectivity/DB's

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powerful features coupled with more cost-effective pricing models for multi-core licensing," states Jay Jarrell president and CEO of Objectivity, Inc. "These features include scalability, high availability, performance and interoperability, addressing the business need to support complex data relationships within the world's most demanding mission-critical applications. We are dedicated to providing our customers with the broadest range of choices relative to their hardware options to ensure Objectivity is supporting their optimal configuration."

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.

Objectivity, Inc. is headquartered in Sunnyvale, Calif., USA. Please contact the company by sending e-mail to info@objectivity.com, visiting www.objectivity.com. or calling (408) 992-7100. Objectivity/DB is available on a 30-day Free Trial basis at www.objectivitydownload.com.

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