



MEDIA CONTACTS:

Beverley Bird
Kickfire
(408) 450-5430
bbird@kickfire.com

**KICKFIRE APPOINTS DATABASE INDUSTRY VETERAN
BRUCE ARMSTRONG AS CHAIRMAN AND CEO**

Santa Clara, CA – November 11, 2008 – Kickfire™, Inc. today announced the appointment of Bruce Armstrong as chairman and chief executive officer. Mr. Armstrong is an esteemed industry veteran with an enviable track record of success in the database industry and brings more than 25 years of technology-specific development, marketing, and sales expertise to the MySQL analytic appliance company.

Mr. Armstrong began his career at data warehousing giant Teradata Corporation where he spent fifteen years as part of the team that established the company as the leader in the market. After the company's successful initial public offering (IPO) and acquisition by AT&T/NCR, he was named vice president and general manager of the \$500M Enterprise Solutions Division, president of the Teradata subsidiary, and a company officer of AT&T. Following Teradata, Mr. Armstrong held the position of vice president and general manager of the Server Products Group at Sybase, where he ran the company's \$700M enterprise database management business.

"Bruce's profound understanding of the database market and his deep operational expertise building high-growth technology companies into category leaders will be pivotal to Kickfire's strategic success. We are delighted that he chose to join the company." commented Raj Cherabuddi, president and founder of Kickfire.

Prior to joining Kickfire, Mr. Armstrong was president and CEO of publicly traded KNOVA Software (KNVS), a leading provider of customer service, self-service and intelligent search applications that he grew from a private venture with innovative technology to a public company serving the world's largest call centers in the high-tech, financial services, and telecommunications industries.

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He also served as executive vice president of Sales and Marketing for Broadbase, a leading provider of analytic applications for customer relationship management and e-commerce. He helped build the company from its inception to over 100 people with a \$20M run-rate, which led to an IPO and subsequent merger with KANA.

Mr. Armstrong has served on the boards of Accrue, Accruent, Agribuys, BuyMedia, Citadon, CMPnet, Collabrys, Delphion, Evolving Systems, Freeborders, FuelSpot, ICG Asia, ICG Japan, ITM Software, KNOVA, NetVendor, Proveer, TeamOn, and Vivant.

“Kickfire has all the ingredients to become a truly important company in our industry – a breakthrough product, proven founding team, very large and rapidly growing market, and top-tier investors,” said Bruce Armstrong, chief executive officer of Kickfire. “I am honored to be part of the team that’s delivering record-breaking price-performance through our patented SQL chip packaged as a simple plug-and-play appliance for the de facto standard MySQL database market. All the building blocks are in place for explosive growth.”

Mr. Armstrong earned his Bachelors degree in Computer Science, Cum Laude, from the University of California at Berkeley.

About Kickfire

Kickfire provides the first high-performance, easy-to-use analytic appliance for the burgeoning MySQL market. Based on a patented SQL chip that packs the power of tens of CPUs into an exceptionally small, low-power form factor, Kickfire delivers a quantum leap in performance efficiency -- avoiding the hardware build out, power, and space costs of today's data warehouse and database offerings. By delivering astoundingly fast query performance out of the box, Kickfire’s plug-and-play appliance enables organizations to use MySQL for demanding business intelligence, reporting, and analysis. Kickfire appliances scale from gigabytes to terabytes and are based on Linux and commodity hardware. They leverage existing storage as well as the openness of MySQL and its entire ecosystem to ensure compatibility and rapid deployment. Kickfire is backed by blue chip venture capital firms: Accel Partners, Greylock Partners, The Mayfield Fund and Pinnacle Ventures. For more information, please visit www.kickfire.com

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