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**KICKFIRE™ ANNOUNCES AVAILABILITY OF CLOUD-BASED TRIAL FOR
ITS RECORD-BREAKING MASS MARKET ANALYTIC APPLIANCE**

Kickfire Unveils Cloud-Based Trial at Live Webinar on July 16, 2009

Santa Clara, CA – July 15, 2009 – Kickfire™, Inc. today announced that its high-performance mass-market analytic appliance is available for cloud-based trials to prospects who want to try before they buy. The trial, which can be accessed at <http://ondemand.kickfire.com>, allows users to run their own queries on a large database of US flight data from the last 20 years. The cloud-based trial will be unveiled at a live webinar <http://tinyurl.com/kickfiretrial> on July 16, 2009 at 10:00 am PT.

Kickfire's analytic appliance affordably delivers the high-performance capabilities of large commercial database systems to the mass market. The appliance has held the Transaction Processing Performance Council's (TPC-H) number one spot for price/performance¹ since 2008, smashing the dollar barrier for the first time since the TPC-H benchmarks were instituted.

The data warehousing mass market constitutes those deployments in the gigabytes to single digit terabytes which, according to IDC, represent over three quarters of the total market². This market is characterized by a need for performance but with a higher cost and complexity sensitivity than the high-end market. Kickfire's plug-and-play appliance, which starts at just \$32,000 and can be up and running in 15 minutes, satisfies these requirements.

"Making our appliance available to an unlimited number of people in the cloud is an important step for Kickfire," said Bruce Armstrong, chairman and chief executive officer of Kickfire. "The appliance's performance and ease-of-use have proven to be powerful selling points and we anticipate this step will help fuel our rapid growth."

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About Kickfire

Kickfire provides the first high-performance, easy-to-use analytic appliance for the data warehousing mass 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 Enterprise™ for demanding business intelligence, reporting, and analysis. Kickfire appliances scale from gigabytes to terabytes and are based on Linux and commodity hardware. They leverage 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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¹ Kickfire's TPC-H results can be found at http://www.tpc.org/tpch/results/tpch_price_perf_results.asp

² Source: IDC and Computerworld Survey of BI Buyers, June 2008

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