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**KICKFIRE ANNOUNCES FIRST HIGH-PERFORMANCE
APPLIANCE FOR MYSQL**

*Based on Industry's First SQL Chip, Appliance Delivers Unprecedented
Price/Performance for Data Warehousing*

Santa Clara, CA – April 14th 2008 – Kickfire™, Inc. today announced the first MySQL database appliance that brings the high-performance capabilities of large commercial database systems to the MySQL market. The company, which officially launches this week at the MySQL Conference & Expo in Santa Clara, CA, has built its appliance by developing an ultra-modern database kernel and a revolutionary SQL chip that packs the power of 10s of high-end CPUs. The result is a small form-factor MySQL appliance that delivers the high performance of large systems but with dramatically lower hardware, power, and cooling costs. Separately today, Kickfire and Sun Microsystems announced record-breaking TPC-H price/performance benchmark results that demonstrate the performance efficiency and price/performance leadership of Kickfire's design.

With 11 million active installations, MySQL is the world's most popular open source database and its adoption in the data warehousing market is accelerating at a rate of 30%** a year. "According to our latest business intelligence survey of North American organizations conducted in January 2008, MySQL was the third most frequently mentioned database vendor for data warehousing after Microsoft and Oracle," said Dan Vesset, Research VP Business Analytics at IDC. However, many of the technologies required for high-performance data warehousing or query and reporting are not available to MySQL running on commodity hardware.

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With the Kickfire appliance this is no longer the case. Kickfire has combined innovative hardware and software technology with MySQL to make it the leading price/performance database for data warehousing. Now, organizations of any size can benefit from the hallmark ease-of-use, economics and ecosystem of MySQL while retaining the performance of commercial systems.

Much as other industries, such as graphics and network routers, created efficiencies by moving from software to silicon, Kickfire realized that SQL processing could be done more effectively on a chip. This is why a single SQL chip from Kickfire can outperform 10s of general-purpose CPUs for high-performance database processing. Kickfire combines this innovation with a series of modern database technologies including column store, compression, intelligent indexing and compressed in-memory execution. The net result is an ultra-efficient database appliance which delivers top performance but consumes an order of magnitude less hardware, less storage, less power and less space than current offerings.

“Kickfire offers a new approach to ratcheting up database query performance that bears watching,” said Wayne Eckerson, director of TDWI Research for the Data Warehousing Institute. “Moreover, its focus on the emerging MySQL market proposes to dramatically scale back the costs of delivering breakthrough performance that many organizations seek to keep their BI initiatives on track.”

About the Kickfire Database Appliance:

The Kickfire Database Appliance family delivers a powerful combination of **performance, ease-of-use and economics** and is ideal for the data warehouse and business intelligence mass market. The new appliances offer the following benefits:

Performance:

- 10x – 100x improvement in complex query, reporting and analysis performance
- Fast parallel-stream data loading
- Scalability from gigabytes to terabytes

Ease-of-Use:

- Hallmark ease-of-use of MySQL
- Load-and-go appliance simplicity
- No tuning needed – instant performance even on operational schemas

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Economics:

- Dramatically lower upfront costs of hardware and disk
- Dramatically lower operational costs of power, space, and cooling
- Commonly found MySQL and Linux skill set needed to operate

Kickfire's Database Appliance delivers query performance of half a room of hardware in a double-height pizza box with the power requirement of a microwave oven," said Raj Cherabuddi, CEO and co-Founder, Kickfire. "No longer do MySQL database customers need to migrate away from the world's leading open source database to scale up to higher performance as data volumes grow."

Kickfire deployed an open architecture in its design. The appliance uses MySQL, a de facto database standard. The appliance includes a standard x86 Linux server. Customers have the option to connect their own storage devices.

Kickfire Background

Kickfire was founded by seasoned entrepreneurs Raj Cherabuddi and Joseph I. Chamdani. Raj and Joe founded Sanera, a start-up company focused on high-performance SAN switches, which was later acquired by MCDATA and is now a part of Brocade Systems. Kickfire is backed by three of the best-known venture capital firms: Accel Partners, Greylock Partners, and The Mayfield Fund.

Pricing and Availability for Kickfire Database Appliance:

The Kickfire Database Appliance is in Beta. Pricing will be announced at General Availability.

About Kickfire

Kickfire provides the first high-performance, easy-to-use database 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 enables organizations to use MySQL for demanding business intelligence, reporting, and analysis rather than migrating to costly, non-open source alternatives. Kickfire appliances scale from gigabytes to terabytes and are based on commodity hardware and Linux. 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 three of the best-known venture capital firms: Accel Partners, Greylock Partners, and The Mayfield Fund. For more information, please visit www.kickfire.com

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*In the 100 GB TPC-H results, Kickfire achieved 49,228 QphH@100GB, the highest reported performance result on the 100GB benchmark in the non-clustered category. The price performance of this system was \$0.70/QphH@100GB USD, which is the best in the industry. Kickfire's price performance metric can be found at http://www.tpc.org/tpch/results/tpch_price_perf_results.asp. The Kickfire Database Appliance is in beta and will be available October 14, 2008.

**Growth calculated by Kickfire.

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