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**KICKFIRE ENTERS INTO MySQL ENTERPRISE™ AGREEMENT WITH  
SUN MICROSYSTEMS**

***Kickfire Brings Powerful Purpose-Built Analytic Appliance to the MySQL World***

**Santa Clara, CA – October 14, 2008** – Kickfire™, Inc. today announced that it has entered into a global multi-year MySQL Enterprise™ data warehouse agreement with Sun Microsystems. Under the terms, Kickfire's Series 2000 and 3000 analytic appliances will include a MySQL Enterprise subscription, providing customers with a fully integrated, plug-and-play solution. Kickfire will provide customers a single point of contact for both hardware and MySQL™ technical support, ensuring a seamless end-user experience.

Sun's MySQL Enterprise database subscription is a comprehensive set of production-tested software, proactive monitoring tools, and premium support services -- designed to help corporate database developers, DBAs and other customers to deliver optimal performance, reliability, security, and uptime for their critical MySQL applications.

Kickfire's small form factor analytic appliance is designed for the vibrant MySQL market to break through today's performance, data scalability, and costly hardware buildout problems. The appliance, which transparently integrates MySQL Enterprise, Kickfire's pluggable MySQL analytic storage engine and the industry's only SQL chip, delivers world record-breaking performance and price-performance as demonstrated on the rigorous TPC-H<sup>1</sup> data warehousing benchmark. Kickfire took number one position in both non-clustered system performance and price/performance – beating all other column store analytic databases, relational databases and data warehouse appliances on the 300GB and 100GB tests.

"Before Kickfire, MySQL customers who wanted high-performance analytics had to choose between expensive manual tuning, adding hardware or migrating to a proprietary data warehouse appliance or column store database engine," commented Raj Cherabuddi, president and founder of Kickfire. These solutions can be extremely expensive and none can match the query performance speeds of a Kickfire appliance at our mass market prices."

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In addition to high performance, Kickfire's appliance offers unrivaled integration with existing MySQL environments. Kickfire integrates hardware and software into a simple plug-and-play appliance, increasing the ease-of-use of MySQL and streamlining the customer purchase, installation and support processes. Kickfire also features built-in MySQL data migration utilities that are not found in other offerings, to greatly simplify initial product setup and speed time-to-value. Once installed, Kickfire's appliance does not rely on pre-computed results. Instead Kickfire delivers its fast performance on complex ad hoc queries across a wide variety of schemas and SQL commands, simplifying administration and enhancing user value.

"Industry demand for database solutions that accelerate query performance at an affordable cost is at an all-time high which is why data warehousing continues to grow dramatically as a use case for MySQL," said Mark Burton, vice president, MySQL Global Software Practice, Sun Microsystems. "Kickfire's analytic appliance is a unique approach that brings data warehousing and BI to a mass market of users."

#### **About TPC-H:**

The TPC Benchmark™H (TPC-H) is an industry standard decision support benchmark defined and maintained by the Transaction Processing Council (TPC). The TPC is a non-profit corporation founded to define transaction processing and database benchmarks and to disseminate objective, verifiable TPC performance data to the industry. A vendor is required to go through a stringent testing and audit process prior to officially publishing TPC-H results. More information is available at <http://www.tpc.org>.

#### **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](http://www.kickfire.com)

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<sup>1</sup> As of October 14, 2008 the Kickfire Database Appliance Series 2400 delivers [54,895 QphH@300GB](#) (Queries per hour on the TPC-H benchmark) propelling Kickfire to world leadership in query performance (non-clustered systems) on the 300GB TPC-H benchmark. Kickfire is also number one in price/performance at \$0.89/QphH@300GB USD on the 300GB benchmark. Moreover, Kickfire delivers this record breaking performance with a 3 year total system cost of only \$48,790 USD. Kickfire's price performance metric can be found at [http://www.tpc.org/tpch/results/tpch\\_price\\_perf\\_results.asp](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.

TPCH, QphH and \$/QphH are trademarks of the TPC. For additional information on the TPCH benchmark, please visit the Transaction Processing Performance Council's Web site at <http://www.tpc.org/>.

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