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Pervasive Software Launches the Pervasive DataRush Global Channel Partner Program
Innovative Program is Designed to Help Accelerate a New Era of Powerful, Analytic Applications

AUSTIN, Texas – April 13, 2009 – [Pervasive Software® Inc. \(NASDAQ: PVSW\)](#), a global emerging leader in next generation analytic applications, today announced the [Pervasive DataRush™ Channel Partner Program](#), a global program dedicated to building an extensive network of Value-Added Resellers (VAR), Independent Software Vendors (ISV), system integrators and market development partners.

The Pervasive DataRush Channel Partner Program offers channel partners exceptional revenue opportunities by providing ground-breaking technologies to design and implement solutions that help their customers perform fast, efficient, deep analysis and searching of large data stores. Data volumes are exploding and must often be analyzed and acted upon in near real-time. By adding the revolutionary capabilities of Pervasive DataRush to their solution portfolios, partners are ideally positioned to address the gap between proliferating [multicore processors](#), increasing volumes of data and the lack of analytic software capable of extracting timely insight and useful intelligence.

"As Pervasive continues to innovate and deliver market-leading data-intensive processing solutions, we are committed to helping our channel partners capitalize on the growing need for powerful software to process massive volumes of data efficiently on multicore hardware," said Mike Bryars, general manager of Pervasive DataRush. "Pressure for oversight, risk management and transparency are at all-time highs – driving the need for new technologies to maintain data and extract high quality, timely knowledge. This translates into an enormous opportunity for Pervasive DataRush channel partners to deliver high value solutions to help their customers achieve superior data processing performance and throughput on inexpensive, multicore hardware while enjoying reductions in the cost and complexity of building data-intensive applications."

Pervasive DataRush is a patent pending high-performance, embeddable software platform for the next generation of data-intensive processing and analytics. At the heart of Pervasive DataRush is a powerful, massively parallel, data processing engine that enables deep search and analysis of large data stores in near real-time. The platform integrates breakthrough technology to resolve well-known parallel programming challenges associated with writing software for multicore processors: built-in features automatically handle issues such as locking, threading, and deadlock. The platform is designed for ease of integration and fast deployment and also has built-in, run-time scalability that takes advantage of all available CPU resources. The platform is highly flexible and fully embeddable with a lightweight footprint and is readily portable across different hardware and operating systems enabling quick upgrades.

The Pervasive DataRush Channel Partner Program extends globally across the [healthcare](#), [financial](#), insurance, [public sector](#), telecommunications, [energy](#), manufacturing, transportation, retail and eCommerce landscape and provides a rich set of benefits including: in-depth product training, pre- and post-sales technical support, co-marketing and joint lead generation activities and competitive pricing to increase profitability and business growth.

“With Pervasive DataRush, ISVs and solution providers have access to one of the few software platforms that can dramatically exploit the parallel power of multicore processors. AMD has been working closely with Pervasive to make this revolutionary technology available to our ecosystem and channel partners. Pervasive provides powerful middleware to support AMD’s industry-leading multi-core hardware,” said Kevin Wagner, director, commercial software alliances, AMD (NYSE: AMD).

The Partner Program also incorporates a [Practice Builder](#) Framework and Certification Process to help ensure that partners get the results they want through specialized training and ongoing collaboration in specific vertical markets and application domains. The step-by-step Practice Builder Framework is designed to help certified partners achieve the highest level of competence and expertise with Pervasive DataRush in strategically important market applications, allowing them to efficiently meet the demands of their customer base.

To find out more information on the Pervasive DataRush Channel Partner Program and how to become a Pervasive Channel Partner, please visit: www.pervasivedatarush.com.

About Pervasive Software

Pervasive Software (NASDAQ: PVSW) helps companies get the most out of their data investments through embeddable data management, agile data integration software and revolutionary next generation analytics. The embeddable Pervasive PSQL™ database engine allows organizations to successfully embrace new technologies while maintaining application compatibility and robust database reliability in a near-zero database administration environment. Pervasive's multi-purpose data integration platform accelerates the sharing of information between multiple data stores, applications, and hosted business systems and allows customers to re-use the same software for diverse integration scenarios. Pervasive DataRush is an embeddable high-performance software platform for data-intensive processing applications such as claims processing, risk analysis, fraud detection, data mining, predictive analytics, sales optimization and marketing analytics. For more than two decades, Pervasive products have delivered value to tens of thousands of customers in more than 150 countries with a compelling combination of performance, flexibility, reliability and low total cost of ownership. Through Pervasive Innovation Labs, the company also invests in exploring and creating cutting edge solutions for the toughest data analysis and data delivery challenges. Robin Bloor, founder of Bloor Research and partner at Hurwitz and Associates recently cited Pervasive as one of the [10 IT Companies to Watch in 2009](#). For additional information, go to www.pervasive.com.

Cautionary Statement

This release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All forward-looking statements included in this document are based upon information available to Pervasive as of the date hereof, and Pervasive assumes no obligation to update any such forward-looking statement.

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