



Contact:
Kim Daugherty
Pervasive Software
512.231.6507
kdaugherty@pervasive.com

Pervasive Software Launches Pervasive DataRush Academic Alliance Program

Pervasive Kicks Off Program with Joint Project with Leading Academics to be Presented at KDD 2009

AUSTIN, TEXAS – April 27, 2009 - Advancing its emerging leadership in next-generation [data-intensive applications processing and analytics](#), [Pervasive Software® Inc. \(NASDAQ:PVSW\)](#) today announced its [Academic Alliance Program](#). Building on exciting results from initial projects with academic partners, including The University of Texas at Austin, the [Pervasive DataRush™](#) team plans to expand its academic outreach to allow qualifying universities and not-for-profit research groups access to a free academic license and the opportunity to explore joint development opportunities with Pervasive DataRush and Innovation Labs advanced technologists.

“With the highly parallelized architecture of Pervasive DataRush and the proliferation of [multicore](#) and soon many-core servers, Pervasive sees the opportunity to team with innovative academic talent to bring supercomputing-level capacity to the desktop,” said Mike Bryars, Pervasive DataRush general manager. “The applications we can jointly develop to unlock the value of data in massive datasets have the potential to impact initiatives in biomedicine, data mining, pharmaceuticals, telecommunications and beyond.”

Pervasive Software successfully partnered with University of Texas at Austin researchers recently to develop and test Pervasive DataRush-powered [co-clustering](#) technology and specialized algorithms for a high-performance recommender system based on Netflix data. The joint project resulted in a scientific paper, “[Pervasive Parallelism in Data Mining: Dataflow Solution to Co-clustering Large and Sparse Netflix Data](#),” that has been selected for presentation at the [15th Annual SIGKDD Conference on Knowledge Discovery and Data Mining 2009](#) taking place June 28-July 1 in Paris, France. The teams also partnered in the KDD Cup 2009 Challenge, “[Fast Scoring on a Large Database](#)”, based on a large dataset provided by Orange Labs.

“Our joint projects with Pervasive have yielded exciting and ground-breaking results in highly parallel data mining leveraging state-of-the-art algorithms and commodity multicore hardware platforms,” said Joydeep Ghosh, The Schlumberger Centennial Chair Professor of Electrical and Computer Engineering at The University of Texas at Austin. “Together we’ve successfully exploited the Pervasive DataRush massively parallel architecture, with its rich vertical and horizontal partitioning and data pipelining, to deliver unprecedented scaling on both data size and data dimensionality.”

“We are eager to expand our collaboration with leading scientific and technical researchers, including collaborating with qualifying institutions to help them establish formal classroom instruction around applying Pervasive DataRush and its associated programming, applications and underlying horizontal and vertical partitioning and pipelining technology,” Bryars added.

For additional information, 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.

###

All Pervasive brand and product names are trademarks or registered trademarks of Pervasive Software Inc. in the United States and other countries. All other marks are the property of their respective owners.