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Pervasive Software Announces Breakthrough Pervasive DataRush Knowledge Discovery Platform

Pervasive DataRush Knowledge Discovery Platform Redefines State-of-the-Art for Parallel Data Mining and Predictive Analytics

AUSTIN, TEXAS – June 1, 2009 - Advancing its emerging leadership in next-generation [data-intensive applications processing and analytics](#), [Pervasive Software® Inc. \(NASDAQ:PVSW\)](#) today announced early availability of its revolutionary Pervasive DataRush Knowledge Discovery Platform, redefining state-of-the-art data mining and [predictive analytics](#). Leveraging stunning results from initial projects, the [Pervasive DataRush™](#) team is engaged with prospective customers to validate use cases and productize its high-performance data mining and predictive analytics capabilities.

“The Pervasive DataRush Knowledge Discovery Platform is based on Pervasive DataRush, launched earlier this year, and is designed to address the market’s need for a massively [parallel data mining](#) platform that efficiently handles large, complex datasets, including those with thousands of variables and millions of records,” said Mike Bryars, Pervasive DataRush General Manager. “Our groundbreaking Knowledge Discovery Platform incorporates leading-edge algorithms and runtime capabilities that enable highly scalable analytic applications and free developers from the constraints of dependence on memory-based computational models.”

Although analytics is an emerging growth market, the vast majority of existing code is either single-threaded or parallel in very limited ways, making the entire data mining industry largely unprepared to fully exploit multicore capability and exploding volumes of data. The process of building analytic applications with existing industry technologies and large, complex data sets is very difficult and labor-intensive, resulting in slow development time and significant cost.

The Pervasive DataRush Knowledge Discovery Platform is multicore-ready with built-in features that dynamically parallelize every task through a combination of horizontal and vertical partitioning and pipelining – delivering unprecedented scaling on both data size and dimensionality, which in turn dramatically improves the ability to analyze large datasets. These powerful capabilities eliminate the constraints of processing limited samples of data, make parallel programming of analytic applications practical for the typical developer, and help expand the historically narrow usage of analytic applications from scientific and high-cost custom implementations to the mass market.

Organizations of all sizes can benefit from these new analytic capabilities. Initial target analytic applications for the Pervasive DataRush Knowledge Discovery Platform include customer acquisition and

retention, sales and revenue optimization, workforce optimization, fraud detection, anti-money laundering and patient care management.

“The analytics market is poised for unprecedented innovation and growth with data mining moving quickly beyond applications implemented predominately by scientists and data mining experts to mass-market commercial applications in the financial, insurance, healthcare, telecommunications and retail verticals,” said Gareth Herschel, research director at Gartner. “Data volumes are exploding and the number of data sources is increasingly driving the need for new technologies and tools that make full use of the data available and that enable new classes of analytics.”

Availability

Pervasive DataRush has been deployed on widely available and accepted industry-standard hardware and operating systems. Trial downloads are available at www.pervasivedatarush.com. The Pervasive DataRush Knowledge Discovery Platform is available through an early access program with the General Availability release planned for later in the year.

For additional information on the Knowledge Discovery Early Access Program and platform capabilities, please visit http://www.pervasivedatarush.com/datamining/Pages/Early_Access_Program.aspx

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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