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Pervasive DataRush™ Puts the Power of Parallelism into the Hands of Big Data Developers to Tackle Big Data at Breakneck Speeds

New Release Combines Multi-core and Hadoop Cluster Scaling With Enhanced Multi-Language Support

LONDON, U.K. and SANTA CLARA, Calif., February 2, 2011 -- [Pervasive Software® Inc. \(NASDAQ: PVSW\)](#), a global leader in cloud-based and on-premises data innovation, enables developers to quickly harness multi-core servers and clusters to tackle big data challenges with the release of Pervasive DataRush™ 5.0. The new version is being announced today by Pervasive executives at the European Data Innovation Summit in London and at the O'Reilly Strata Conference in Santa Clara. In addition to its inherent ability to automatically scale across all cores on mainstream and monster multi-core servers, Pervasive DataRush now also scales across clusters, including the ability to accelerate every node in a Hadoop cluster, offering unmatched speed and economics. Pervasive DataRush 5.0 also provides easy parallel development capabilities for programmers in any JVM language, notably Java, Python, JRuby and Scala.

“We’ve put Pervasive DataRush 5.0 to work inside wukong, our open source tool for executing Ruby tasks on Hadoop clusters, which we use to drive Infochimps’ production jobs on Amazon’s EC2,” said Philip Kromer, CTO at Infochimps. “The result is exactly on-target: improving computational efficiency means we can get the largest jobs done using fewer resources in the cloud, which translates to hard-dollar cost savings.”

“As more and more organizations adopt Hadoop to take on large scale data challenges, organizations risk wasting resources by scaling out with inefficient server workloads,” said David Menninger, VP and Research Director, Ventana Research. “Products like Pervasive DataRush can help increase the efficiency of each node in a Hadoop cluster to maximize throughput and help harness ever-growing data volumes.”

For organizations who want high-throughput data preparation and analytic applications that manipulate massive datasets, Pervasive DataRush enables rapid development of applications that scale up, out and over automatically. “The scalability of Pervasive DataRush applications, which we’ve demonstrated on a single box with up to 384 cores as well as across Hadoop clusters with more than 20 machines, delivers future-proofing and turns on its head the notion that ‘the free lunch is over,’” said Ray Newmark, vice president of sales and marketing for Pervasive DataRush. “By taking care of the daunting details of parallelism, Pervasive DataRush unlocks the explosive power of multicore nodes for each compute task, slashing runtimes and leaving developers time to focus on their crucial application requirements.”

Using the Intel® Concurrency Checker, designed to evaluate the performance scaling of applications on multi-core systems, Pervasive was able to gauge the degree of concurrency achieved and quantify the effectiveness of their tuning and optimization efforts. “Pervasive DataRush helps organizations unlock the powerful parallelism of Intel Xeon processors to take on big-data challenges,” said J. Scott Harrison, director, Developer and ISV Scale Programs, Intel Software and Services Group. “Together, Intel and Pervasive are teaming up to help deliver highly innovative, scalable solutions to meet customers’ growing needs as they tackle data processing and analytic bottlenecks with easily accessible hardware and software.”

Whether searching through logfiles to detect intrusion patterns, doing fuzzy matching across vast datasets, analyzing data streams from thousands of industrial sensors, processing patient healthcare and claims records, or powering a recommender system for ecommerce sites, Pervasive DataRush blows through performance bottlenecks in data preparation and analytics. Pervasive DataRush can access data in a variety of data stores including Hadoop HDFS, data warehouses, databases and flat files.

Free trial downloads of Pervasive DataRush 5.0 are currently available at <http://login.pervasive.com/access/index?assetkey=DataRushTrialRequest&asseturi=http://www.pervasive.com/datarush.com/pages/trialconfirmation.aspx&lid=PDR&form=wf-0002>

About Infochimps

Infochimps is a venture-backed Austin startup with the mission to democratize the world's access to structured data. Initially the brainchild of two graduate physics students at the University of Texas, Infochimps is indexing and connecting the world's data and making it searchable. Our technology allows us to host and distribute that data from a single destination in a variety of formats and at a variety of price points, with a focus on making lists, spreadsheets and datasets easy to find and consume. Infochimps recently secured \$1.2 million in funding from Houston-based DFJ Mercury in a Series A round of venture capital financing in November 2010.

About the Intel® Software Partner Program

The Intel Software Partner Program is a global, online membership program for independent software vendors (ISVs) developing commercially available applications for Intel platforms and technologies. The program gives ISVs access to a portfolio of resources that support the key stages of their business cycle from planning and development to marketing and sales. For more information, or to enroll in the program, go to www.intel.com/partner.

About Pervasive Software

Pervasive is a global data innovation leader, delivering software to manage, integrate and analyze data, in the cloud or on-premises, throughout the entire data lifecycle. Pervasive products deliver value to tens of thousands of customers worldwide, often embedded within partners’ software, with breakthrough performance, flexibility, reliability and return on investment. 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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