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Objectivity, Inc. Announces Record Revenues for its Final Quarter of FY11

Growth Attributed to New Customer Deployments

For Immediate Release:

Sunnyvale, CA -- July 29, 2011-- Objectivity, Inc. announced today that it achieved yet another milestone in the history of the company by posting record quarterly revenue for its quarter ending June 30, 2011. In addition, profit margins for the quarter came in at an impressive 33%, further strengthening an already solid balance sheet. Continued new customer adoption of Objectivity/DB, Objectivity's flagship product, and the addition of several new customers for InfiniteGraph, its new scalable, distributed, NoSQL graph database product, led to another record revenue quarter for Objectivity. For the fiscal year ending June 30, 2011, 34% of revenue came from new customers, while support and maintenance revenue was a record for the year.

Objectivity President and CEO Jay Jarrell attributed the growth to the realization that Objectivity's products are solving complex data and graph problems that cannot be solved by other solutions. "We are experiencing great success with both our flagship product Objectivity/DB and the initial adoption of InfiniteGraph, our distributed graph database in the emerging NoSQL database market," Jarrell said.

"With our continued increase in recurring revenue and a debt free balance sheet, Objectivity is well positioned financially as we move into fiscal year 2012," said Gary Lewis, Objectivity's CFO.

Jarrell added that he expects to see the volume of new business continue to increase in fiscal year 2012. "New business will be fueled by the exciting commercial launch of our massively scalable and distributed InfiniteGraph graph database product and the continued new adoption of Objectivity/DB." continues Jarrell.

About Objectivity, Inc.

Objectivity, Inc. simplifies complex data enabling organizations to discover hidden relationships and develop applications with significant time-to-market advantages and technical cost savings, achieving greater return on data related investments.

InfiniteGraph is a unique distributed, massively scalable, graph database that facilitates large-scale, fast graph processing, data analytics and discovery of information around mission critical enterprise

requirements by connecting the dots on a global scale. The company's core data technology, **Objectivity/DB**, provides distributed and scalable data and object management.

Objectivity, Inc. is committed to their customers' success. The company has offices and representatives worldwide, and works directly with organizations, integrators and technical teams to recommend solutions and support options specifically tailored to each customer's project and technical requirements. Please **contact Objectivity, Inc. online** or call (408) 992-7100 for more information.

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