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For Immediate Release

**OBJECTIVITY ENHANCES QUALITY ASSURANCE
REINFORCING CUSTOMER CARE COMMITMENT**

- Supports Growing Market Demand by Expanding Quality Assurance Team by 40 % -

Sunnyvale, Calif. (August 30, 2006) - - - Responding to the continuing market growth for its real-time data management solution addressing complex inter-related data, Objectivity, Inc., today is reinforcing the company's ongoing commitment to quality assurance expanding this critical company function by forty percent (40%). This announcement follows another year of growth and profitability for Objectivity and continues the company's dedication to its Customer Care Program to ensure delivery of the highest quality products and services to its worldwide customer base. The company also named Phuong-Dinh Tieu as head of the Quality Assurance Department.

"The expansion of our quality assurance team reinforces our customer-centric approach and market leadership," states Jay Jarrell president and CEO of Objectivity, Inc. "During the course of the past fiscal year we have significantly increased our headcount in this area enabling Objectivity to deliver a "gold standard" of excellence in supporting our customers. By providing greater access to our technical experts and senior management, our Customer Care Program gives Objectivity the ability to interact closely with our customers to more fully understand their needs and requirements as well as strengthen our relationships. The program streamlines our handling of customer feedback and requests while giving us a venue to conduct highly focused product and market research."

Growth Driven by Customer Success

Objectivity's growth continues to be driven by the ever growing demand for its real-time and scalable "data fusion" repository through the addition of high-profile customers involved in security and intelligence, process control, medical and telecommunications equipment, financial services, and knowledge management. Objectivity markets its flagship platform, Objectivity/DB,

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to ISVs, OEMs and end-users for real-time processing of complex data, document and process management, scientific computing and complex defense and security applications. The Objectivity/DB platform is uniquely suited for mission-critical deployments in environments with highly complex inter-related data. Objectivity's customers are using the Objectivity/DB platform to create more efficient ways to manage large volumes of data in real-time for decision support and analysis.

“Objectivity's Customer Care Program is a multifaceted support strategy including our expanded quality assurance team,” said Jacques Darakdjian, vice president of engineering for Objectivity. “Through this program Objectivity ensures the highest quality products are available to our customers to support their visions and successes.”

About Objectivity, Inc.

Objectivity, Inc. is a global technology leader in data management products and services for software applications with the most demanding data management challenges. The company's flagship product, Objectivity/DB is the leading object oriented data management (ODBMS) platform for the real-time management of complex inter-related data. Objectivity/DB is recognized for its ability to store and manage very large volumes of complex data for event and relationship processing within mission-critical applications. These applications are developed by ISVs, OEMs and end-users in process control, medical and telecommunications equipment, government and financial services. Objectivity/DB enables organizations to monitor, analyze and respond by identifying inter-relationships or anomalies providing real-time intelligence for predictive analysis and decision support.

Objectivity, Inc. is headquartered in Sunnyvale, Calif., USA. Please contact the company by sending e-mail to info@objectivity.com, visiting at www.objectivity.com or calling (408) 992-7100. Objectivity/DB is available on a 30-day FREE TRIAL basis at www.objectivitydownload.com.

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