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**For Immediate Release**

**OBJECTIVITY ENHANCES SALES MANAGEMENT  
SUPPORTING CUSTOMER AND MARKET GROWTH**

*- Ensures the Company's Commitment to Superior Customer Satisfaction -*

**Sunnyvale, Calif. (June 28, 2006)** - - - Objectivity, Inc., the leading provider of data management solutions for complex inter-related data, today announces the promotion of Richard Shelley from senior sales director to vice president, worldwide sales. The expansion of the company's sales management follows a year of continuing growth and profitability for Objectivity. Objectivity/DB is deployed in the world's most demanding mission-critical real-time data fusion applications.

"Rich brings significant leadership and experience to our management team," states Jay Jarrell president and CEO of Objectivity, Inc. "During his tenure at Objectivity, Rich has consistently demonstrated his business acumen delivering superior results and driving our corporate revenue growth from his many different sales assignments. Whether acting as an individual contributor or a high energy sales director, Rich always meets or exceeds his customer and management commitments. As a highly valued member of our sales organization we are pleased to be strengthening our management team with his knowledge, expertise and customer-centric approach. This promotion is another indicator of the increased acceptance and usage of our Objectivity/DB platform by engineers, product groups, and scientists who are operationally exploiting our data repository's capabilities to solve their most challenging data management issues."

**New Sales Management**

As the vice president, worldwide sales, Mr. Shelley brings a highly successful sales and business development career with eighteen years of experience of complex system sales. He has been

**- more -**

## **Objectivity Enhances Sales Management – Page 2**

-serving as the senior sales director, worldwide sales since April, 2006. Previously he served as sales director, east coast operations since March, 2002. Prior to Objectivity, Mr. Shelley was a district sales manager at ClickSoftware, Inc. of Burlington, MA, the leading provider of workforce and service optimization solutions.

### **Growth Driven by Customer Success**

Objectivity's growth has been driven by the addition of high-profile customers involved in security and intelligence, process control, medical and telecommunications equipment, financial services, and knowledge management. Objectivity markets Objectivity/DB, 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.

### **Objectivity/DB Enables Scalability and Data Fusion**

Objectivity/DB is widely recognized in the industry 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 used in process control, medical and telecommunications equipment, government, internet infrastructure and financial services. The Objectivity/DB platform enables organizations to monitor, analyze and respond to circumstances by identifying inter-relationships or anomalies, thus providing real-time intelligence for predictive analysis and decision support.

### **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.

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### **Objectivity Enhances Sales Management – Page 3**

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

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