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**For Immediate Release**

## **OBJECTIVITY REPORTS SURGE IN NET INCOME AND REVENUE GROWTH FOR FISCAL YEAR 2006**

*- Growing Customer Deployments in Targeted Vertical Markets Credited -*

**SUNNYVALE, Calif., (July 31, 2006)** - - - Supporting market momentum for its real-time data management solutions for complex inter-related data, Objectivity, Inc., today announced results for the Fiscal Year ended June 30, 2006. Adoption of Objectivity/DB continued growing with net income for Fiscal Year 2006 increasing 35% over the previous year. In addition, Objectivity continued to build its financial strength with cash, cash equivalents and short term investments increasing by 33% over the June 30, 2005 balances. "This is the third consecutive year of top line revenue growth. We achieved our financial objectives for 2006 and are continuing to build on a solid financial foundation that will support future growth," said Jay Jarrell, president and CEO of Objectivity.

### **Supporting Complex Data Management Challenges**

Objectivity's success is attributed to effectively executing on the company's business plan resulting in a growing number of Objectivity/DB deployments in targeted vertical markets. The Objectivity/DB platform enables Objectivity's customers and their end-users to collect and process ever increasing quantities of data from a growing number of sources to understand complicated inter-relationships and recognize patterns. This ability to transform small clues into major breakthroughs has significantly improved applications used in process control, medical and telecommunications equipment, financial services and the government sector. Objectivity/DB provides a reliable, scalable repository for the wide range of complex data types found in today's advanced real-time data fusion applications. The Objectivity/DB platform is highly optimized for performance and throughput in systems that handle highly interconnected data.

**-more-**

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“We are experiencing great success with the vertical market segmentation strategy we adopted early last year. Within our targeted markets there is an ever growing need for the real-time management of complex inter-related data resulting in the rapid market adoption of the Objectivity/DB platform.” adds Jarrell.

### **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](mailto:info@objectivity.com), visiting [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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