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For Immediate Release

OBJECTIVITY NAMED TO THE “2006 SOFTWARE 500”

- Software Magazine Ranks Objectivity Among World’s Largest Software and Service Providers -

SUNNYVALE, Calif., (January 9, 2007) - - - Continuing its product leadership market position delivering real-time data management solutions that expand the existing performance boundaries in data management, Objectivity, Inc. today announces it has been selected by Software Magazine for inclusion within the “2006 Software 500”. This highly recognized list is published annually by Software Magazine ranking the industry’s 500 largest software and service providers. Within this year’s listing they acknowledged Objectivity as one of the industry’s top 500 vendors offering their real time data management solution, Objectivity/DB[®]. This is Objectivity’s first entrance into this elite group of software providers. Software Magazine’s 2006 Software 500 report on the industry reflects revenue and employee head count. It suggests that major opportunities for growth include package markets, system integration services and infrastructure support. To view the 2006 Software 500 listing visit www.objectivity.com.

“We are very pleased that Objectivity has been recognized with such a distinction,” states Jay Jarrell, president and CEO of Objectivity, Inc. “We are dedicated to providing a diverse range of superior products and services that increase our customers speed, precision and productivity in the management of complex data for sophisticated software applications.”

Objectivity, a Software Leader

Objectivity, Inc. markets its flagship data management platform, Objectivity/DB, to ISVs, OEMs and 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

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Objectivity/DB platform is highly optimized for performance and throughput in systems that handle highly interconnected data. The Objectivity/DB platform’s intrinsic features include its scalability, high availability, performance and interoperability, supporting organizations with a business need for high performance and handling complex data relationships.

About the 2006 Software 500

The Software 500 is a revenue-based ranking of the world’s largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing. Ranking is based on total worldwide software and services revenue for 2005. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. The financial information was gathered by a survey prepared by King Content Co. and posted at www.Softwaremag.com, as well as from public documents.

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, California, USA. Please contact us by [visiting our contact page](#), visiting www.objectivity.com or calling (408) 992-7100. Objectivity/DB is available on a 60-day Free Trial basis at <http://www.objectivity.com/download>. Objectivity also provides Free Object Database Training Courses online at <http://learn.objectivity.com>.

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