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**FOR IMMEDIATE RELEASE**

**CITRUSLEAF DELIVERS REAL-TIME NOSQL REPLICATION**

***Uniquely Provides Real-Time Continuous Availability Across Geographically Dispersed Datacenters***

**MOUNTAIN VIEW, Calif., March 28, 2012** – Citrusleaf, Inc. <http://www.citrusleaf.com>, the real-time, distributed NoSQL database technology leader, today announced the immediate availability of [Cross Datacenter Replication \(XDR\)](#). The new product provides complete choice and flexibility for running real-time applications easily and seamlessly from different data centers. XDR runs on Citrusleaf 2.0, the Company's flagship database platform that uniquely delivers high reliability, linear scalability and exceptional performance for high volume, data intensive, web-scale and mobile businesses such as digital advertising. Immediately available to customers, XDR will officially debut and be demoed at the upcoming digital marketing and technology conference and exposition, ad:tech San Francisco in Booth # 1235 <http://na.ad-tech.com/sf/exhibitors/citrusleaf/>.

Two specific trends make XDR popular among Citrusleaf's customers. Applications require higher levels of reliability and data architects want to easily support multiple hosting companies or datacenter providers to avoid systemic failures. End users demand faster response, so companies wish to place their data in geographic locations physically closer to their customers. Citrusleaf XDR addresses both trends by going beyond standard replication strategies to support complex multi-master ring topologies. XDR further allows assigning different replication policies to individual data elements.

In addition, XDR gives developers greater flexibility to quickly integrate data stores. It can link Citrusleaf 2.0 with warehouses, such as Hadoop, allowing the real-time components of its customers' business to seamlessly integrate with batch analysis. XDR supports multiple destinations from the same source cluster, allowing replication to local backup clusters, batch analysis warehouses, or geographic backups.

"Citrusleaf Cross Datacenter Replication allows us to handle business continuity and reliability seamlessly," said Elad Efraim, CTO of eXelate, <http://www.exelate.com>, a Citrusleaf customer and user of the new XDR product. "Today's advertising response times require eXelate to be present in multiple geographic regions and with Citrusleaf, we can now quickly expand our deployment to new datacenters in less than a week." According to Efraim, eXelate has deployed a replication ring across four global data centers, and XDR synchronizes the data automatically.

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**CITRUSLEAF DELIVERS REAL-TIME NOSQL REPLICATION WITH XDR 2-2-2**

“One of the most critical needs in the real-time advertising business is uncompromised performance, extreme reliability and 24/7 uptime,” said Brian Bulkowski, co-founder and CEO of Citrusleaf. “Advertising customers must have confidence that the system will stay up under any conditions, including catastrophic events. XDR was specifically designed to support advanced business continuity requirements.”

**About Citrusleaf**

Citrusleaf, a database technology company, delivers the Citrusleaf 2.0 platform, the 100% uptime, real-time, all-the-time NoSQL database. The Citrusleaf 2.0 NoSQL data storage and management system integrates the best practices of database technology with distributed technology. The product elegantly solves a problem that challenges today’s most data intensive, mission-critical businesses: how to optimally store and access schema free data with absolute accuracy, linear scalability, high throughput, and extreme reliability. Citrusleaf 2.0 is used to power users’ real-time solutions including digital advertising and other high performance, scalable applications. For more information, please visit [www.citrusleaf.com](http://www.citrusleaf.com).

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