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Dollar General Corporation Becomes First Leading Retailer to Outsource Their Enterprise Data Warehouse to the 1010data Cloud

\$10 Billion Company Replaces Oracle and HP with 1010data's Hosted Analytics/Data Warehousing Service

NEW YORK – October 8, 2009 – 1010data has signed a multi-year contract with Dollar General to host the discount retailer's enterprise data warehouse and provide the front-end analytical tools and related support for their entire enterprise. This solution is being delivered via 1010data's namesake service, a proven analytics and reporting platform that delivers superior performance and value via a Software-as-a-Service (SaaS) model in the cloud.

Dollar General, the largest discount retailer in the United States by number of stores, currently generates over five billion records of data annually and has accumulated over 70 billion records of historical and operational data. Rapidly growing data volumes have exhausted the capabilities of the company's existing data warehouse infrastructure. After conducting extensive testing and an ROI analysis, Dollar General selected 1010data.

"1010data's ability to deliver and support our business requirements from raw source data with no pre-preparation of the data is impressive," said Ryan Boone, SVP/CIO of Dollar General. "Performance was a key factor in our choice of 1010data over other viable solutions. 1010data's ability to instantly execute concurrent and complex queries was another compelling factor. We have already improved our support of reporting and analytics throughout the company, and we look forward to developing additional applications utilizing the support of our 1010data environment."

Under the agreement, Dollar General will use 1010data's hosted solution for all data warehousing needs for its operations, which includes more than 8,500 stores, nine distribution centers and a corporate office in Goodlettsville, Tennessee.

"What 1010data delivers for any large and complex organization like Dollar General is the ability to provide a 'single source of the truth' about its business," said Jim Mattecheck, VP of Retail Solutions Group, 1010data. "Our solution provides Dollar General with a place where their most detailed source data is hosted for all users to access with permission over the Internet. Dollar General is the first major retailer to embrace an outsourcing strategy for its enterprise data warehouse. This landmark decision signals a fundamental shift in how retailers are thinking

about the value of their data and the business opportunities provided with insight on demand. We are honored to be a part of Dollar General's business strategy."

Dollar General offers quality private and national branded items that are frequently used and replenished such as food, snacks, health and beauty aids, cleaning supplies, basic apparel, house wares and seasonal items at everyday low prices in convenient neighborhood stores. Dollar General is among the largest retailers of top-quality products made by America's most trusted manufacturers such as Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco and Fruit of the Loom.

About 1010data

1010data offers a data and analytics platform that is the only complete approach to performing the deepest analysis and getting the maximum insight directly from raw data, at a fraction of the cost and time of any other solution. 1010data's extensive history in business intelligence and data warehousing has enabled the company to create this powerful solution. Learn more at www.1010data.com

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