



Make Sense of It All®

1010data Addresses Need for High-Performance Business Intelligence Solutions for Retail Market

*Company Hires Seasoned Industry Veteran Jim Mattecheck
and Retains Bruce Ash as Retail Industry Advisor*

NEW YORK – Oct. 8, 2008 – Addressing the growing need for high-performance analytics solutions in the retail market, 1010data, a provider of ad-hoc analytics for business intelligence (BI), today announced that it has hired Jim Mattecheck as director of retail services and retained Bruce Ash as a retail industry advisor. With combined experience of more than half a century in the retail and technology industries, Mattecheck and Ash join 1010data in providing fast, cost-effective business analysis to the retail market.

As retailers struggle with massive amounts of point-of-sale (POS) data, 1010data provides them with the ability to explore their data at the most granular level, giving them with insights into customers, shopping patterns and brand preferences. 1010data's SaaS-delivered hybrid platform allows retailers to quickly access this information with unprecedented performance and scalability, helping they stay ahead in the fast-paced and competitive marketplace.

"We're committed to helping the retail industry analyze the detailed transactional data that is vital in order to truly understanding key business metrics and maintaining a competitive edge," said David Frankel, vice president, business development, 1010data. "As established leaders in the industry, Jim and Bruce will bring distinctive insight to 1010data, allowing the company to continue our remarkable growth within the retail market."

Prior to joining 1010data, Mattecheck held executive positions in the retail groups at Oracle and SAP. As a vice president at Oracle, he was the head of the Consumer Industry Group, which introduced the concept of providing an architected solution for an entire application footprint for the retail and consumer packaged goods (CPG) industries. This solution helped Jim and his team grew the business by more than 500 percent in three years. Jim holds a MBA from Notre Dame and a bachelor's degree from the University of Portland.

Ash previously worked at Dollar General where he served as CIO for nine years, helping to facilitate the growth of the company from 4,000 to 8,300 stores and nine distribution centers. In an effort to support Dollar General's growth, Ash spearheaded the overhaul of its technology infrastructure. He previously served as the CIO for Talbots and vice president of information systems for Filenes. He holds a bachelor's degree from Bloomsburg University.

"1010data's proven high-powered analytical BI solutions have already surpassed other market offerings by enabling retailers in less than four weeks to improve decisions that affect the bottom line," said Mattecheck. "By combining my experience in retail technology sales and Bruce's end-user expertise, we expect to make a major impact on retailers seeking cost-effective options for their most critical data analysis needs."

About 1010data

1010data provides high-performance ad-hoc analytics for business intelligence, empowering organizations

with a fast, reliable and easy-to-use solution to get the most out of data. The company's hybrid business intelligence tool provides a unique platform that combines front-end usability with back-end analytical functionality. Delivered as a Software-as-a-Service (SaaS) solution, 1010data returns complex, sophisticated query results from very large datasets in seconds, allowing organizations to make quick, critical decisions and enabling them to express complicated business ideas. To learn more about 1010data, visit: <http://www.1010data.com>