



Contact:

Kim Daugherty
Pervasive Software
512.231.6507

kimberli.daugherty@pervasive.com

Pervasive Software and Aha! Software Team Up to Create and Deploy High-Performance Business Analytics

AUSTIN, Texas – June 8, 2009 - [Pervasive Software® Inc. \(NASDAQ:PVSW\)](#), an emerging leader in next-generation [data-intensive applications processing and analytics](#), and [Aha! Software LLC](#), a recognized innovator in breakthrough [business analytics](#), today jointly announced a strategic partnership between the two companies to introduce and deploy next generation high-performance business analytics. Through the combination of Aha!’s proven and advanced business analytics platform and the Pervasive DataRush cutting-edge, massively [parallel data processing engine](#) and analytics software, organizations of all sizes will be able to develop, implement and manage whole new classes of analytics to help drive intelligent profitable growth and insure efficient utilization of data assets. The partnership is expected to enable Pervasive and Aha! to unlock the constraints to large scale adoption of analytics that the market now demands and has the potential to ultimately transform business analytics by providing easy to use, practical, high-performance analytics applications that are affordable.

“We are very excited to partner with Aha! to execute on our shared commitment to bring high-value, high-performance business analytics to the mass market by reducing both the cost and complexity associated with current industry deployments while introducing compelling new applications with the proven, high ROI that organizations seek from analytics,” said Mike Bryars, general manager of Pervasive DataRush.

“This unique partnership has all the ingredients to help ensure our mutual customers are able to build, deploy and use new classes of analytics more efficiently and at a lower cost,” stated Mark Teflian, cofounder and CEO of Aha!. “Together, with all of our joint capabilities, including collaboration on engineering, development, training and support, we will maximize the benefits of business analytic applications for the vast number of business users not competing with analytics today.”

Aha! and Pervasive expect to launch a jointly developed [high-performance Platform as a Service \(PaaS\)](#) this summer that will introduce a [Monte Carlo-based predictive modeling](#) application, the first of several deep analytics applications. Traditionally, Monte Carlo simulation has relied on desktop spreadsheets which do not support the processing of large sets of data or rapidly run the high number of simulation iterations required for meaningful results. Users will now be able to accurately process large datasets on widely available [multicore](#) hardware or in public cloud computing environments to deliver more accurate Monte Carlo projections and forecasts. With far better economic scalability, this new Monte Carlo simulation capability allows users to tackle simulation problems such as capital allocation, complex and compound risk assessment, and scenario-based simulations that cannot be addressed with limited desktop

spreadsheet-based Monte Carlo offerings. Businesses will now be able to unlock new predictive knowledge about their business only possible through simulating outcomes.

“Aha! and Pervasive, together, are changing the game by providing universal access to powerful analytics that has been at the heart of competitive advantage for mostly large companies with capital assets to overcome and sustain difficulties, cost, and time-to-benefit from analytics,” commented Teflian.

Bryars also noted, “All business users will be able to leverage the full range of analytics to discern, predict and act through easy-to-use high-performance modeling and simulation that has been missing in business intelligence and reporting offerings. And the speed of Pervasive DataRush enables users to iterate analytics much more rapidly, which in turn allows them to render more meaningful results.”

About Aha!

Aha! Software provides a new generation of analytics software for business to compete on analytics in a way that was not possible before now. The Aha! team has more than 200 years of experience in analytical sciences, software development, and world class IT systems. Aha! fuses operations research, management science, and software together in a single platform to help businesses and their employees of all types and sizes to optimize their business outcomes. Aha! launched its first products, Axel and Max in 2007. Aha! Software LLC is a privately held company located near Denver, Colorado. For more information, visit www.ahasoftware.com.

About Pervasive Software

Pervasive Software (NASDAQ: PVSW) helps companies get the most out of their data investments through embeddable data management, agile data integration software and revolutionary next generation analytics. The embeddable Pervasive PSQL™ database engine allows organizations to successfully embrace new technologies while maintaining application compatibility and robust database reliability in a near-zero database administration environment. Pervasive's multi-purpose data integration platform accelerates the sharing of information between multiple data stores, applications, and hosted business systems and allows customers to re-use the same software for diverse integration scenarios. Pervasive DataRush™ is an embeddable high-performance software platform for data-intensive processing applications such as claims processing, risk analysis, fraud detection, data mining, predictive analytics, sales optimization and marketing analytics. For more than two decades, Pervasive products have delivered value to tens of thousands of customers in more than 150 countries with a compelling combination of performance, flexibility, reliability and low total cost of ownership. Through Pervasive Innovation Labs, the company also invests in exploring and creating cutting edge solutions for the toughest data analysis and data delivery challenges. Robin Bloor, founder of Bloor Research and partner at Hurwitz and Associates recently cited Pervasive as one of the [*10 IT Companies to Watch in 2009*](#). For additional information, go to www.pervasive.com.

Cautionary Statement

This release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All forward-looking statements included in this document are based upon information available to Pervasive as of the date hereof, and Pervasive assumes no obligation to update any such forward-looking statement.

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