



Contact:

Kim Daugherty
Pervasive Software
512.231.6507

kimberli.daugherty@pervasive.com

Bob Barker
Infoglide Software
512.532.3549

bbarker@infoglide.com

**IDENTITY RESOLUTION AND PARALLEL PROGRAMMING TO UNLOCK
POWER OF MULTI-PROCESSOR HARDWARE FOR DATA-INTENSIVE
ANALYTIC APPLICATIONS**

*Infoglide and Pervasive Software Announce Intent to Integrate Identity Resolution
Engine 2.2 and Pervasive DataRush*

Austin, TX – July 15, 2009 – [Infoglide Software](#) and [Pervasive Software \(NASDAQ: PVSU\)](#) today announced agreement on a joint go-to-market strategy based on combining Infoglide's recent release of Identity Resolution Engine™ ([IRE](#)) 2.2 with [Pervasive DataRush](#).

“IRE 2.2 will be a big leap forward, and combining it with Pervasive DataRush layers our leading identity resolution software atop the fastest multi-processing software platform in the industry,” said Robert Barker, Infoglide’s chief marketing officer. “We’re excited about the new possibilities that are opening up for customers by closing the gap between explosively expanding corporate data stores and the untapped power of rapidly proliferating multi-core processors.”

Under the agreement, the two Austin-based companies will work together with initial customers who run their businesses by leveraging and mining multiple massive data sources. The combined technologies will make it possible to resolve inconsistencies and dramatically improve daily corporate decision-making based on that data.

“We deliberately chose a company with industry-leading identity resolution technology as our partner to address the most challenging problems in this space,” said Mike Bryars, Pervasive DataRush general manager. “Infoglide Software has demonstrated its ability to succeed in the toughest large-scale environments like airline passenger screening.”

The two companies plan to offer an [integrated identity resolution solution](#) for several application areas, including fraud detection, money laundering, national security and retail. Infoglide Software is a technology and services supplier to TSA's Secure Flight program and has had recent successes in detecting workers' compensation fraud and lottery retailer fraud for state and provincial governments. The Pervasive Software DataRush (PDR) engine is a revolutionary high-performance, embeddable software platform designed for the next generation of [data-intensive processing and analytics](#).

"Gartner's 2009 survey of CIO priorities places use of information as a top five business priority. IT departments are under increasing pressure from the business to bring users solutions that help improve decision-making and deliver competitive advantage in an environment compounded by massive data volumes and an increasing number of data sources," stated Gareth Herschel, research director at Gartner. "Consequently, the market is headed toward integrating analytics into the business processes and the need for new classes of analytics and the technologies and tools capable of making full use of existing data are coming into sharp focus as organizations evaluate the different analytics options available to enable better decisions and deliver key business value."

About Infoglide Software Corporation

Infoglide Software Corporation is an Austin-based provider of identity resolution software and services for commercial and government organizations. Its Identity Resolution Engine™ (IRE) and Bladeworks™ products apply entity resolution and analytics to the most challenging identity resolution and fraud detection applications in the banking, gaming, government, insurance, law enforcement, and retail industries. Applications include lottery retailer fraud investigation; healthcare identification services; organized retail crime (ORC) detection and returns management; airline passenger screening; and auto classification and data cleansing for master data management (MDM) and data quality. Infoglide products employ over 50 patented algorithms enabling distance-based and mathematical data matching, fuzzy search/fuzzy matching, similarity searching, identity matching, and discovery of non-obvious relationships. Infoglide's industry blog Identity Resolution Daily (www.identityresolutiondaily.com) features regular guest posts and has a rapidly growing readership. Incorporated in 1996, Infoglide Software is a privately held company headquartered in Austin, Texas.

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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