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SEARS HOLDINGS PURCHASES DATALLEGRO DATA WAREHOUSE APPLIANCE

86 Terabyte System to Help Sears Unify Data from Sears and Kmart Merger

Informatica User Conference, San Francisco, CA - May 23, 2006 – DATAAllegro™, supplier of data warehouse appliances that lead the industry in price and performance, today announced that Sears Holdings Corporation has joined the company’s rapidly growing customer list. Sears Holdings Corporation purchased an 86 terabyte “C+” Series (high capacity and high performance) data warehouse appliance from DATAAllegro, as well as two DATAAllegro B25™ back up units.

“We believe Sears Holdings Corporation has purchased from us the largest capacity data warehouse appliance ever sold,” said **Stuart Frost**, CEO of **DATAAllegro**. “In the past, most companies simply couldn’t afford to undertake a data warehouse project requiring such a high capacity due to the cost. We were very pleased to make Sears Holdings Corporation’s goals achievable at a price they were willing to pay.”

“Since the merger of Sears and Kmart last year, Sears Holdings Corporation (SHC) has been looking for a way to unify its point-of-sale transaction data and numerous other data stores from both companies into one data warehouse.” Said **Ted Rudman**, Director of CRM, Marketing and Advertising Systems of **Sears Holdings Corporation**. “Unfortunately, building or purchasing a data warehouse to hold such a large amount of data is extremely expensive with traditional data warehouse offerings.”

To address the problem, SHC initiated a PoC (proof of concept) with several major data warehouse providers.

“DATAAllegro met our performance and capacity criteria at a much lower price than any other vendor in the PoC,” Mr. **Rudman** added. “We also felt the product’s unique architecture made it a better investment for our current and longer term data warehouse needs. In particular, the architecture allows us to ride Intel’s multi-core wave, which means we will benefit from further performance improvements with each release of Intel’s CPUs from dual-core to quad-core and beyond.”

About DATAlegro™

DATAlegro offers data warehouse appliances with the best price and performance in the industry. Using DATAlegro's patent-pending technology, companies can run faster and more complex queries on their data in order to increase their business intelligence. With prices starting at \$20,000 per terabyte of user data, DATAlegro P2™, DATAlegro P5™ and DATAlegro C25™ have set a new standard in data warehouse price/performance. Based in Aliso Viejo, California, DATAlegro delivers a fast, flexible and affordable solution that allows a company's data to grow at the pace of its business. For more information on DATAlegro go to www.DATAlegro.com.

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