

FOR IMMEDIATE RELEASE

DATALlegro Press Contact:

Julie Bassett

949 290-3452

julieb@datallegro.com

DATALLEGRO ADDS TELECOM EXPERTISE IN UK

*The Data Appliance Company to Work with DATALlegro in
Targeting UK Telecommunications Industry*

Aliso Viejo, CA - May 4, 2006 – DATALlegro™, supplier of data warehouse appliances that lead the industry in price and performance, today announced a new partnership with The Data Appliance Company (TDAC). Effective immediately, TDAC will work alongside the DATALlegro team based out of the European HQ in Milton Keynes to develop the UK Telecom market, and aspects of the UK Financial Services market through sales, marketing and business development.

TDAC specializes in Data Warehousing, ETL, and BI technologies and their practical applications in the telecommunications and financial services space. TDAC's staff possesses a detailed understanding of every aspect of data management, with experience stretching back to the inception of data mining and data warehousing in the 1980s. The company's goal is to provide in-depth knowledge of augmentation and cleansing, profiling, analytics and reporting along with the major enabling technologies.

“We are delighted to be partnering with DATALlegro, as it means we can offer our clients a low-cost, high performance approach to tackling problems such as managing CDRs, improving revenue assurance, and delivering on anti-fraud systems and other forms of complex analytics,” said **Alex McMorland**, Managing Director of **TDAC**. “When you look at the price/performance and capacity on offer, I believe this is the most exciting change to the Data Warehousing market for 15 years.”

Anthony Howcroft, General Manager for **DATALlegro** in Europe said “The TDAC team is already adding tremendous value to their clients by applying a powerful combination of industry expertise and data warehouse knowledge. By working with them to implement DATALlegro's data warehouse appliances we can get a double win for our shared customers, who get in-depth expertise and industry leading technology, resulting in a substantial contribution to the business.”

About The Data Appliance Company Limited (TDAC)

Founded by Alex McMorland, The Data Appliance Company (TDAC) is a longstanding expert in data technologies and systems. TDAC's goal is to provide independent support to businesses in their task of understanding what can be achieved with the new breed of technologies, as well as to help companies select and implement the technology. TDAC achieves its goal by forging healthy relationships with the vendors in this area, bringing the customer the inside track.

ABOUT DATALLEGRO™

DATALLEGRO offers data warehouse appliances with the best price and performance in the industry. Using DATALLEGRO'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, DATALLEGRO's data warehouse appliances have set a new standard in price and performance. DATALLEGRO has offices throughout the US as well as in Europe. Based in Aliso Viejo, California, DATALLEGRO 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 DATALLEGRO go to www.DATALLEGRO.com.

DATALLEGRO is a Trademark of DATALLEGRO, Inc. All other trademarks, trade names, service marks, and logos are the property of their respective owners.