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**Applimation Achieves Highest Quarterly Revenues in Its History*****Data Management Solution for enterprise applications sees outstanding sales growth, significant development, and continued customer success.***

CHICAGO--(BUSINESS WIRE)--Applimation, Inc., a leading provider of enterprise data management solutions for packaged and custom applications, announced today that it recorded the highest revenues in its history for the first quarter 2007. Q1 revenues for 2007 increased by more than 50% over the same period in 2006. This growth can be attributed to significant development efforts that enabled Applimation to deliver its Informia data management solution for enterprise applications across multiple databases, as well as ERP and CRM solutions.

"Applimation ended the first quarter of 2007 with our strongest results yet from our Informia Data Archiving and Subsetting solution," said Bob Markese, CEO of Applimation. "We are delighted with our robust sales, which stem from the excellent financial payback our customers continue to experience from implementing our Informia solution for archiving data from their exponentially growing ERP production systems."

"Since we migrated to Oracle three years ago, our data volume has increased rapidly—today we have 1.4 terabytes of data—resulting in significantly slower performance," says Val Thomas, CIO of Libgo Travel. "We purchased the Applimation Informia Archive solution because Applimation intimately understands our challenges. With Informia, we expect to save on hardware costs by avoiding the need to upgrade hardware to improve performance and handle larger data sets."

Applimation has seen a large number of sales wins with global companies including Accor Industries, Core Laboratories, Jeppesen Sanderson, which is a subsidiary of Boeing, Manor Care, PPG Industries, Riyadh Bank, and Securitas. Growth was balanced across all of Applimation's product lines with sales to companies who have Oracle, PeopleSoft, and Siebel applications on Oracle and SQL Server databases.

With vendor validation a key issue for customers today, Applimation is committed to providing the highest levels of integration with key ERP and CRM solutions. During the first quarter, Applimation achieved integration validation for Informia Archive with Oracle PeopleSoft Enterprise 8.9 through Oracle PartnerNetwork's Application Integration Initiative. Oracle ensures that the integration complies with standards and standard integration methodologies. Therefore, customers benefit from a superior ownership experience, lower total cost of ownership, and the ability to focus on business solutions rather than on integration.

Another component to the continued success of Applimation Informia has been the key relationships Applimation has established with strategic partners. Applimation announced a strategic alliance with Sierra Atlantic to provide new joint solutions incorporating Applimation Informia with a broad portfolio of service offerings.

Sierra Atlantic ([www.sierraatlantic.com](http://www.sierraatlantic.com)) has deep Oracle expertise, and offers complete application management solutions, including implementation, integration, upgrade and support to over 750 highly satisfied customers.

"Applimation is a leader in enterprise data management solutions for packaged and custom applications across multiple database platforms, and we see a natural fit between Informia and our expertise" said Brian Rogan, SVP Strategic Business and Marketing for Sierra Atlantic. "Together we offer innovative new solutions to help customers align their business objectives with IT investments, and optimize their applications."

“Applimation is uniquely positioned to provide a complete data management solution not only for all applications across the Oracle Suite including Oracle, PeopleSoft, and Siebel but also to custom and 3<sup>rd</sup> party applications across multiple database platforms. The payoff on our efforts has been truly remarkable and we look forward to continuing to enable our customers to improve operational efficiency, reduce total cost of ownership and meet compliance requirements,” added Markese.

## About Applimation

Applimation is a leading provider of enterprise data management solutions for packaged and custom applications across multiple database platforms. The Applimation Informia™ solution enables organizations to manage the growth of structured and unstructured data to achieve Information Lifecycle Management objectives, improve operational efficiency, reduce total cost of ownership and meet compliance requirements. For more information, visit [www.applimation.com](http://www.applimation.com).

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