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**Media Alert . . . Media Alert . . . Media Alert**

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**Pervasive Software to Present at GigaOM Structure 2010 on Shattering the Barriers to Processing Big Data**

AUSTIN, Texas – June 21, 2010 – [Pervasive Software® Inc. \(NASDAQ: PVSW\)](#), a global leader in [embeddable data management](#), agile [data integration software](#) and in [processing big data for analytics](#), today announced that it will participate in the GigaOM Structure 2010 “Put Cloud Computing to Work” conference, taking place June 23-24 at the Mission Bay Conference Center in San Francisco.

Mike Hoskins, Pervasive Chief Technology Officer and general manager, Integration Products, will participate in the “Scaling the Database in the Cloud” panel held on Thursday, June 24 at 8:05 a.m. PDT, where he will discuss how commodity multicore machines can be used to shatter the speed and economics of processing big data. He’ll describe cases that use massively scalable, fine-grained parallel processing technology to successfully tackle massive datasets with scaling at unprecedented levels.

At 1:40 p.m. PDT, Hoskins will also describe new [performance benchmarks](#) for Pervasive DataRush™ running on multicore servers and its powerful ability to tackle big data challenges.

More information about Pervasive’s participation at Structure 2010 can be found at <http://events.gigaom.com/structure/10/>.

**About Pervasive Software**

Pervasive Software (NASDAQ: PVSW) helps companies get the most out of their data investments through agile and embeddable software and cloud-based services for data management, data integration, [B2B exchange](#) and analytics. The embeddable [Pervasive PSQL™](#) database engine provides robust database reliability in a near-zero database administration environment for packaged business applications. Pervasive’s multi-purpose [data integration](#) platform, available on-premises and in the cloud, 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 parallel dataflow platform enabling data-intensive 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, Chief Research Analyst and President, The Bloor Group and Founder, Bloor Research, recently cited Pervasive as one of the [“10 IT Companies to Watch in 2010.”](#) For additional information, go to [www.pervasive.com](http://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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