

Press Release

For Immediate Release

IGNITE TECHNOLOGIES ACQUIRES ANALYTIC DATABASE SOLUTION FROM INFOBRIGHT

Acquisition of Infobright Enterprise Edition (IEE) Software and Customers Strengthens Ignite's Portfolio

AUSTIN, Texas — March 31, 2017 – Ignite Technologies, a member of the [ESW Capital](#) group of companies, today announced that it has acquired all assets and customers associated with the analytic database solution, **Infobright Enterprise Edition (IEE)**, from Infobright Inc. of Toronto, Canada. Terms of the transaction were not disclosed.

IEE is a self-contained, analytic database solution providing dramatic performance and low cost-of-ownership for thousands of users worldwide, including OEM partners who have deployed IEE as part of an integrated offering, and end-user customers. Infobright's engineers, composed of advanced-degree mathematicians, architected a database solution and developed patented technology based on mathematical algorithms embodied in a unique query layer called the "Knowledge Grid Architecture", which delivers fast-query response times and substantial performance benefits to customers.

"Infobright's technology leadership and impressive customer base made this acquisition a strategic fit for Ignite and our customer base," said Davin Cushman, Ignite's Chief Executive Officer. "IEE provides us with a leading-edge solution that powers customer solutions throughout the world, and we are very excited to work with our new customers to help them leverage their investments. Infobright customers joining the Ignite family will also be excited to learn about our unique [Ignite Prime](#) program, featuring truly free enterprise software with included technical support for our entire portfolio of Prime-eligible products. IEE now also becomes part of our Prime portfolio, enhancing the program for our existing customers. It's an innovative program which provides that unique "win-win" proposition everyone wishes for."

"Ignite's heritage and reputation as a leading enterprise software company with a deep focus on customer success made this an obvious choice for Infobright to find the next home for IEE," said Don DeLoach, president and CEO of Infobright. "We sought an acquisition partner who had the track record for caring about customers first, coupled with the technical pedigree to take IEE to the next level, and Ignite fit that description perfectly. We're confident in Ignite's abilities, and attitude toward the customers we've nurtured since 2005."

Infobright's IEE product will be rebranded as "Infobright DB" under Ignite. The Company will immediately focus on bringing the new customers on-board, broadening communications with the product team and working to develop innovative service offerings to deepen the value the Solution provides. Full information on Infobright DB, including access to the customer support portal, is now available on Ignite's website at <http://ignitetechnology.com/infobright>.

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About Ignite Technologies, Inc.

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit ignitetechnology.com.

About ESW Capital, LLC

Based in Austin, Texas, Enterprise Software (ESW) Capital has honed a finely-tuned methodology focused on buying, strengthening, and growing mature business software companies. By taking advantage of its unique operating and development platforms, ESW revitalizes its acquisitions for sustainable success while making customer satisfaction a top priority. ESW and its affiliated companies have been in the enterprise software space since 1988, and the group includes notable brands such as Ignite Technologies, Trilogy, Aurea, and Versata. For more information, visit eswcapital.com.

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