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NPARIO DRIVES INDUSTRY DISCUSSIONS ON TURNING BIG DATA INTO GOLD

nPario CEO and Big Data Veteran Bassel Ojeh Joins Other Industry Leaders at Structure Big Data 2011 and Pacific Crest Securities' Emerging Technology Summit

Palo Alto, Calif. – February 15, 2011—Bassel Ojeh, CEO of nPario and a pioneer in delivering Big Data-driven customer insights for marketers and advertisers, will share real-life experiences for turning Big Data, or the vast amounts of structured consumer data, into marketing revenue at leading industry conferences in March 2011. With commercial solutions that enable marketers and advertisers to take advantage of Big Data for the first time, nPario opens new opportunities for improving marketing effectiveness across all consumer platforms for data-rich companies such as interactive entertainment provider Electronic Arts, e-commerce provider Aramex, and mobile network operators Umniah and Jawwal.

At Structure Big Data 2011, in New York, on March 23, 2011, Bassel Ojeh will join distinguished scientists and senior executives from Google, IBM and Yahoo! to share insights and experiences on turning Big Data into business opportunities. Earlier in the month, he will educate attendants at Pacific Crest Securities' Emerging Technology Summit on the value of Big Data and nPario's leading role in delivering commercial solutions designed to capture its value. This invitation only event connects institutional investors with technology innovators and emerging market leaders.

"The promise of Big Data is irresistible, but you can count the companies that can realize this promise on the fingers of your hand," said Bassel Ojeh, president and CEO of nPario. "nPario's mission is to help companies overcome the huge challenges that Big Data complexity, scale and domain expertise poses and turn them into revenue. Forward looking conferences like Structure Big Data and The Pacific Crest Emerging Technology Summit are great forums to share the lessons we have learned along the way and to map out the vision for us and the industry."

"At Structure Big Data our goal is to bring together the most brilliant minds that are working to extract the value of one of the most promising resources of the future, Big Data," said Surj Patel, VP of Events at GigaOM. "It is insights from world class experts like nPario's Bassel Ojeh that help show the way forward for the industry to make the most of their Big Data."

About nPario Inc.

With operations in North America and the EMEA region, nPario offers data products and services that enable organizations to understand and target consumer intent. Led by CEO and co-founder Bassel Ojeh, nPario's team has worked on the largest datasets in the world for companies like Microsoft, Yahoo, Adobe, Oracle and SAS. Today, we are channeling our expertise into nPario. For additional information visit www.npario.com

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