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**Former Yahoo Data Executives Join Forces To Create nPario, a Startup That Helps Organizations Understand and Market Consumer Intent**

**PALO ALTO, Calif. – March 17, 2010** – nPario Inc., a provider of data products and services that enable companies to understand and market consumer commercial intent, opened its business operations today. Led by former Yahoo executives Bassel Ojje and Krishna Uppala, and former SAS executive Basel Tutunji, nPario will deliver data solutions that allow companies to increase their revenue by acting upon consumer behavior insights. This team consists of recognized digital data pioneers with a history of successful startups and multiple patents in the field of online data management and data mining.

**Turning the data deluge into a business opportunity**

As broadband and connected devices proliferate, the amount of data available explodes. According to Cisco, by 2013 the amount of traffic flowing over the Internet annually will reach 667 exabytes, with mobile data traffic alone doubling every year through 2014.

“The digital world gives us an unprecedented opportunity to identify and understand the commercial intent of consumers in order to deliver the right message or product,” said Bassel Ojje, founder, president and CEO of nPario. “At nPario, we believe that organizations stand to boost revenue by more than 10% if they harness the power of consumer intent. Our goal is to provide our customers with a comprehensive set of data products that focus on the vast amount of commercial behavior data and generate immediate impact to their business and revenue.”

**Pioneers in Large Scale Data Technologies**

nPario is led by a team of data pioneers, known in the industry for bridging the gap between data insights and business impact. The team built the technology that powered the world’s largest data warehouse, implementing several theoretical data concepts to manage and mine tens of petabytes of data.

With a career dedicated to harnessing the power of data and a track record of successful startups, Ojje is responsible for driving the vision and strategy of the company. He brings a unique combination of entrepreneurial acumen and comprehensive knowledge of enterprise data strategies. Prior to nPario, he served as Senior Vice President of the Strategic Data Solutions division at Yahoo, where he was responsible for building data products that leveraged Yahoo data to drive audience engagement and advertising revenues. Ojje was a co-founder and COO of digiMine (now Audience Science), a pioneer in data mining and predictive analytics, and served as a Group Program Manager in the Internet Business division at Microsoft.

A recognized expert in data warehousing, and analytics, Chief Technology Officer Krishna Uppala is the innovator behind more than 15 database technology patents and drives the development of nPario’s products. Before nPario, he was a Senior Director/Architect at Yahoo. A successful

entrepreneur, Uppala joined Yahoo through the acquisition of Mahat Technologies, a startup he founded.

Chief Revenue Officer Basel Tutunji is responsible for sales and business development for nPario. He brings more than 18 years of experience in driving adoption of business intelligence, data strategy, e-commerce and decision support systems solutions. Before nPario, Tutunji held sales management roles driving double-digit sales growth for several multinational corporations including SAS, Intershop Communications and Oracle.

**About nPario Inc.**

With operations in North America and the EMEA region, nPario offers data products and services that enable organizations to understand and market consumer intent. Led by CEO and co-founder Bassel Ojeh, nPario's management team has been on the forefront of harnessing the power of data for organizations such as Microsoft, SAS and Yahoo. For additional information visit [www.npario.com](http://www.npario.com)

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