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NPARIO NAMED AS COMPANY TO WATCH IN ALWAYS ON 2011 ONDEMAND 100

Palo Alto, Calif. – March 21, 2011– nPario Inc, a leading provider of marketing products and services that enable marketers to extract the value of Big Data by understanding and targeting consumer intent, announced today that it has been chosen by AlwaysOn as one of the 2011 OnDemand Companies to Watch. Featuring companies identified as innovators for taking old notions of data management, customer relationships, and infrastructure and creating solutions that will redefine the industry and lead to value creation opportunities for their clients, this selection is a major validation for nPario, whose Big Data solutions, customer momentum and executive expertise have garnered the attention of industry experts.

“nPario’s infinite scale and audiences centric applications enable our customers to unleash the value of their data,” said Bassel Ojeh, president and CEO of nPario. “We are honored to receive this recognition from AlwaysOn only a year after we created nPario. This reflects the passion and drive our team has towards helping our clients in innovating on top of their biggest asset— data.”

“As the digital information created by businesses continues to explode at astronomical rates, the need to store, manage, socialize, and share this information is becoming extremely challenging,” said Tony Perkins, founder and editor of AlwaysOn. “By providing innovative technologies that help enterprises better compete in this new era of information complexity and move their data out into the cloud, the OnDemand 100 and Companies to Watch represent some of the highest-growth opportunities in the private company marketplace.”

The rankings were developed with input from the AlwaysOn editorial team, along with industry influencers and experts across the globe and are based on a set of five criteria: innovation,

market potential, commercialization, stakeholder value, and media buzz. 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.

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 Ojjeh, nPario's team has worked on the largest data sets 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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