



Citrusleaf Launches With Real-time NoSQL Database Uniquely Designed for Data Intensive, Web-scale and Mobile Businesses

Company Announces Series-A Funding and New Citrusleaf 2.0 Solution for Database Scalability, Reliability and Exceptional Speed

MOUNTAIN VIEW, Calif. – March 30, 2011 – [Citrusleaf](#), a new database technology company, officially launched today and announced Citrusleaf 2.0, a different type of NoSQL database that combines the best practices inherent in both database and distributed technology. Proven and tested in high-performance, mission-critical customer environments, Citrusleaf 2.0 is reliable, linearly scalable and exceptionally fast. In conjunction with this launch, the company also announced Series-A funding from Alsop Louie Partners, Kalpathi Investments and Draper Associates. The initial funding will be used to enhance products, expand the team, and support growing vertical market customers in the advertising, financial, government and healthcare sectors.

Citrusleaf was founded in 2009 by Brian Bulkowski, CEO, and Srini Srinivasan, CTO, two database and networking industry veterans who wanted to create an optimal data storage and management platform to handle the vast volumes of traffic and data created by the Internet age. By design, Citrusleaf 2.0 integrates the best practices of database technology with distributed technology. The product elegantly solves a problem that challenges today's most data intensive, mission-critical businesses: how to optimally store and access schema free data with absolute accuracy, linear scalability, high throughput, and extreme reliability. The most common deployments for Citrusleaf 2.0 are terabytes of data, billions of objects, and 200K plus transactions per second per node, with sub-millisecond latency.

"After two years in development and then working closely with customers in demanding production environments, we're excited to finally launch Citrusleaf and announce Citrusleaf 2.0 to the marketplace," said Brian Bulkowski, Citrusleaf founder and CEO. "Not only do we have powerful technology, but we also offer outstanding service and support, and a value proposition that helps customers drive technology costs down while increasing revenue."

Adds Stewart Alsop, partner and founder of Alsop Louie Partners, "The co-founders of Citrusleaf are rock stars in database technology. With strong leadership and proven technology, Citrusleaf has what it takes to disrupt the database industry."

Unlike the typical open source NoSQL project – which can require additional developers, extra DBAs, and additional hardware and storage – Citrusleaf 2.0 incurs little to none of these costs. It's easy to use and deploy. It comes with full support from the team that wrote it. Optimized for commodity hardware, Citrusleaf provides flexible data storage choices. It is also highly available with little to no downtime and requires very low maintenance. The product is offered at a month-to-month pricing model based on data usage per data center for maximum flexibility.

"From the onset, we were on a mission to solve the problem of real-time data access and storage for unstructured, high volume, data intensive applications and businesses. Our goal is to give our customers an unparalleled solution for their data needs that is accurate, extremely fast, highly available and most importantly, frees them to focus on building their business while we take care of their critical data," said Bulkowski. "Citrusleaf 2.0 solves this very problem and does so cost effectively."

Citrusleaf 2.0 has patents pending and is in production use today, powering user data storage solutions for real-time bidding for digital advertising. The technology processes terabytes of data in real-time, with ACID compliance, 24x7 uptime, and full support all at a low total cost of ownership (TCO). It is priced on per month fee. The fee is based on the volume of data used per data center per month, starting at one terabyte per data center. Pricing includes full 24x7 support.

Citrusleaf will make its public debut at [ad:tech San Francisco 2011](#). Please visit Citrusleaf at ad:tech from April 11-13 at Booth Number 2806. For more information, visit, www.citrusleaf.com.

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About Alsop Louie

Alsop Louie Partners is a partnership between Stewart Alsop and Gilman Louie designed to provide venture capital to the most promising entrepreneurs we can find. It is structured as a traditional limited partnership, where the partnership between Stewart and Gilman manages the investments of the firm and the investors are the limited partners. Above all else, we are focused on identifying the most promising entrepreneurs. We are focused on working with entrepreneurs starting information technology companies: in traditional VC parlance, early stage technology investments. For more information, please visit www.alsop-louie.com.

About Citrusleaf

Located in Mountain View, California, Citrusleaf is a database technology company founded by database and networking industry veterans in 2009. The company's NoSQL data storage and management system, Citrusleaf V2.0, is in production use powering user data storage solutions for real-time bidding for digital advertising and will extend its solution for additional mission-critical and high performance environments including the financial services, government and healthcare industries. Citrusleaf is privately-held, and is funded by Alsop Louie Partners, Kalpathi Investments and Draper Associates. For more information, please visit www.citrusleaf.com.

Media Contacts:

Lauren Dresnick
New Venture Communications
650-343-2735
ldresnick@newventurecom.com