



## Citrusleaf Chosen as a Finalist for the TiE50 Award in the Software/Cloud Computing Category

**MOUNTAIN VIEW, Calif. – May 1, 2011 – Citrusleaf**, a new database technology company, announced that it was chosen as a finalist for the TiE50 Award in the software/cloud computing category. This announcement comes on the heels of the Company's official launch last month, and announcement of its funding and initial customer, AppNexus, the leading real-time bidding ad platform for ad networks.

The TiE50 Award is TiEcon's premier annual awards program that receives submissions from thousands of technology start-ups worldwide. The organization, TiE, which stands for talent, ideas and entrepreneurs, sponsors TiEcon, the world's largest conference for entrepreneurs. This year, the TiE50 Awards Program is recognizing the top technology start ups from industry segments including: Internet (including social networking), Energy (including Cleantech), Wireless/Mobile, Software (including Cloud Computing), and Life Sciences.

Citrusleaf is a database technology company founded in 2009 by CEO Brian Bulkowski and CTO Srinivasa V. Srinivasan. The founders set out to create an optimal database platform to handle the vast volumes of data and transactions created by the digital age. They developed Citrusleaf 2.0, a database platform that uniquely integrates the best practices of database technology with distributed technology. The product solves a key problem that challenges today's most data intensive, mission-critical businesses: how to optimally store and access terabytes of schema free data in real-time, with high throughput, ACID compliance, and 24x7 uptime.

"It is an honor to be chosen as a finalist for the TiE50 award in the very competitive software/cloud computing category," noted CTO and co-founder of Citrusleaf, Srinivasa V. Srinivasan. "We're very excited to be recognized for our innovation during a time of ground-breaking developments in the database community."

TiE is a global, not-for-profit network of entrepreneurs and professionals dedicated to the advancement of entrepreneurship. It provides a platform for mentoring, networking & education, to entrepreneurs with over 14,000 members in 54 chapters across 13 countries.

### **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 database platform, Citrusleaf 2.0, is in production use powering user data storage solutions for real-time bidding for digital advertising. They will extend their solution to 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](http://www.citrusleaf.com).

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### **Media Contacts:**

Lauren Dresnick  
New Venture Communications  
(650) 343-2735  
[ldresnick@newventurecom.com](mailto:ldresnick@newventurecom.com)