

# DataKinetics First Quarter Results

## DataKinetics Beats Q1 Expectations

Ottawa, ON—May 13, 2009—DataKinetics, Inc., a leader in critical information systems optimization, achieved exceptional Q1 fiscal 2009 results. While many companies are experiencing a decrease in sales, DataKinetics experienced a 25 percent increase over expected sales revenue for the quarter. Bolstered by these results, the company is unveiling plans to hire more staff and introduce new products.

### Growth in 2009

The company has recently launched a number of new marketing initiatives, fueling an aggressive growth strategy in the face of the economic issues impacting the global marketplace. The company has made a number of strategic sales and marketing hires to bolster the company's exposure in key market verticals—the banking, financial and insurance sectors. The company also plans to recruit additional top talent to support the development of new products and services offerings.

"Our marketing plans are taking shape, and we're realizing positive results," said Allan Zander, CEO, DataKinetics "To fuel innovation and growth, we will be hiring 25 people or more this calendar year."

### New board of Advisors

To facilitate DataKinetic's growth and future success, the company has appointed new members to its Board of Advisors: Patrick O'Leary, former Cognos executive; Steven Bruder, CPA, former Lumenera Corp. executive; and Steve Panyko, former CEO of CML Emergency Services now Plant CML, and a business planning expert with a tenured business management history.

### About DataKinetics

DataKinetics, the leader in critical information systems optimization, enables data centers within IBM zSeries Mainframe (z/OS) environments to achieve superior performance gains, capacity, and scale using existing applications and hardware. DataKinetics delivers distinct competitive advantage to global Fortune 500 companies to keep them a step ahead of the competition. For 30 years DataKinetics products have been enhancing hundreds of thousands of mission-critical transactions per second every day for banking, insurance, credit card, brokerage house, and retail industries—without fail. Visit [www.dkl.com](http://www.dkl.com) for information.

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