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INFORMATICA ACQUIRES 29WEST INC

Advances Technology Leadership and Further Expands Addressable Market Opportunity

REDWOOD CITY, Calif., March 22, 2010 – Informatica Corporation (NASDAQ: INFA) the world's number one independent leader in data integration software, today announced that it has completed the acquisition of 29West Inc, a pioneer in Ultra-Low Latency Messaging (ULLM) technology. 29West ULLM technology is utilized by customers to send and receive millions of messages per second with microsecond delivery times for zero-latency data delivery. With the addition of 29West' zero-latency capabilities, Informatica is providing the industry's first zero-latency data integration platform to address the entire range of data delivery requirements.

“Our acquisition of 29West advances Informatica's technology leadership by providing the industry's first platform for zero-latency data delivery and data integration. The addition of 29West's technology further strengthens our business in financial services, and expands our addressable market with another adjacent category – ULLM,” said Girish Pancha, executive vice president, Data Integration Product Division, Informatica. “Our customers will benefit from a single data integration platform that addresses the entire range of data delivery needs including batch, near real-time and instant data delivery.”

29West provides an order of magnitude improvement in latency, throughput and predictability compared with traditional data delivery approaches, including hand coding and near real-time messaging systems. By one estimate, a millisecond of latency is worth \$100 million a year to a major brokerage firm¹.

¹ Wall Street's Quest To Process Data At The Speed Of Light, Martin, R, InformationWeek April 2007.

More than 100 financial services leaders rely on 29West for their mission-critical business operations, including automated trading. According to the TABB Group, an independent analyst firm, current annual spending by financial services firms on third-party ULLM technology is approximately \$200 million and is expected to grow annually by 30 percent. The combination of Informatica and 29West will further enable financial services customers to succeed with enterprise-wide initiatives such as unified trading platforms and straight-through-processing (STP) that span the front office, middle office and back office.

29West expands Informatica's addressable market by adding another adjacent category, ULLM. Customers across multiple industries, beyond financial services, require the zero-latency data delivery capabilities provided by ULLM. Hundreds of current Informatica customers use traditional messaging products for near real-time data integration projects including: operational master data hubs, inter-enterprise B2B data exchange and complex event processing (CEP). Faced with rising demand for more timely data, many of these customers are looking beyond near real-time to zero-latency data delivery.

“The combination of 29West' revolutionary ULLM technology and the proven Informatica Platform position us uniquely to deliver zero-latency data integration to address our customers' top business imperatives,” said Mark Mahowald, chief executive officer, 29West. “Our existing financial services customers will benefit from having a single unified platform to address enterprise-wide initiatives that span the front, middle and back offices. And we will now be able to bring zero-latency data integration to industries outside financial services, such as telecommunications and government, which also have a need for end-to-end data delivery on an instantaneous basis.”

29West was founded in 2002, and has its headquarters in Warrenville, Illinois.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open and economical approach to lower IT costs and gain competitive

advantage from their information assets. More than 3,900 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise and in the internet cloud. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

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