



NEWS RELEASE

Infobionics Names Five Experts To Business Advisory Board

*Industry luminaries guide product and market development
for revolutionary Infobionics Data Server™*

Minneapolis, MN, January 15, 2009 – Infobionics (www.infobionics.com), whose revolutionary Infobionics Data Server™ is being launched at the end of January, is welcoming five industry luminaries to its Business Advisory Board. Chosen for their deep and wide expertise, the advisors will provide strategic guidance on product direction and market development.

The Infobionics Data Server™ delivers on the promise of business intelligence by liberating data from today's rigid data structures. It is based on a flexible cellular data model that with unprecedented ease accommodates unknown data and relationships as they evolve. The Infobionics Data Server allows end users to query the system without knowing the data and its underlying schema, and greatly expands the universe of queries for data analysts. Customers save significant costs over current approaches because enhancement and maintenance is much easier and more productive than with other database technologies.

Infobionics welcomes five experts to Business Advisory Board

“Infobionics is delighted to welcome Bruce Johnson, Clint Sawinski, Dr. Jaideep Srivastava, Richard Tanler, and Craig Weinstock to our Business Advisory Board,” said Infobionics Chairman and CEO John Bjelland. “Their insight and advice is extremely valuable as we continue to enhance the product and bring it to market.”

Bruce Johnson is an industry expert in data architecture and warehousing, with 20+ years experience in a variety of industries, including finance, transportation, travel, retailing, pharma and healthcare. He is Managing Director of Data Architecture, Strategy, and Governance for Recombinant Data Corporation, focusing on analytics solutions for medical research and clinical quality. Bruce is a prominent speaker and a columnist for the Enterprise Information Management Institute.

Clint J. Sawinski has a proven history of consistent business success spanning more than two decades, delivering results through many industry and economic changes, from start-ups to General Electric. Clint was co-founder of Cornerstone Consulting, Inc., a leader in business intelligence, application development, and software testing for Fortune 1000 companies. Previously, Clint held a number of positions in the technology industry, including Director of GE Capital Consulting, General Manager and Director for GE Capital ITS and AmeriData, Inc.

Dr. Jaideep Srivastava is Professor of Computer Science & Engineering at the University of Minnesota, and Senior Technology Advisor in the Office of Enterprise Technology for the State of Minnesota. He is also Chief Scientist at Infobionics. For more than two decades, Jaideep has led a laboratory that conducts research in databases, multimedia systems, and data mining. He consults with governments and corporations of all sizes. He has authored/co-authored over 180 papers, serves on the editorial boards of numerous journals, and chaired many research conferences. Jaideep is a Fellow and Distinguished Visitor of the IEEE.

Richard Tanler has more than 30 years of software industry experience and is a nationally recognized expert on business intelligence, demand chain management, SCM, CRM, ERP, and data warehousing. He is the author of *Intranet Data Warehouse* (John Wiley & Sons, 1997). Richard is CEO of eiVia, the second company that he has founded. He successfully launched Information Advantage in 1990 and guided it through an IPO in 1997. In 1999, Ernst & Young named Tanler Entrepreneur of the Year from Minnesota.

Craig Weinstock is a founder of the White Pine Consulting Group which provides high-impact marketing and business development strategy and execution services to high-growth technology companies. He has completed work for 50+ companies, helped raise \$120 billion in venture capital, and established numerous strategic joint marketing, reseller, and OEM agreements. Previously, Craig served in various marketing and business development positions for a number of firms including Plural, Apertus and First Bank System.

Minneapolis-based Infobionics (www.infobionics.com) is bringing the revolutionary and patented Infobionics Data Server™ to market late January 2009. The CIA's venture group, In-Q-Tel, is among Infobionics investors, and the Infobionics Data Server is being beta tested at U.S. intelligence agencies, the U.S. Navy, and a major biomedical research institute.

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