

Micro Target Media to Build Large Scale Ad-Hoc Computer Vision Solution with Netezza

TORONTO, ON, CANADA – August 27, 2009 – Partners Micro Target Media (MTM) and Netezza today announced that Micro Target Media will port and extend its "embedded Intelligence" computer vision and machine learning technology to the Netezza platform, starting with the ability to detect human faces in massive amounts of imagery. The combination of the two technologies will enable, for the first time, interrogation of vast quantities of imagery and video data where the questions to be asked of the data are not known at the time of acquisition.

The embedded Intelligence, or ei platform, has been developed by MTM over the past few years to enable the automated measurement and evaluation of audiences and individuals through the application of advanced computer vision and machine learning algorithms to video and imagery data. MTM utilizes this technology and others to provide meaningful and accurate return on investment metrics to customers in the marketing and advertising space.

"With the massive scale capabilities introduced by Netezza, and our advanced computer vision algorithms, we are introducing an entirely new capability to the marketplace." said Tom Slowe, CTO at Micro Target Media.

About Micro Target Media:

Micro Target Media is a technology company focused upon unique applications of computer vision and machine learning. Focused primarily in delivering human detection and behavioral measurement capabilities to customers in security and advertising media verticals, MTM maintains a growing roster of Fortune 500 customers. Proprietary methods for automated human body and face analysis in video allow MTM to provide never-before-seen capabilities in the commercial security and government markets. Our technology-enabled audience measurement and electronic data capture solutions are game-changers for marketers, advertisers, agencies & venues operating in the event marketing, experiential marketing, trade show, expositions and Out-of-Home advertising markets.

Headquartered in Toronto, Canada, MTM's research and development facilities are located at it's US headquarters in Buffalo, N.Y. USA.

- 30 -

To find out more, please contact:

Jeremy Miller
Micro Target Media
425 Bloor Street East, Suite 100
Toronto, Ontario, Canada M4W 3R4
1-888-996-4276 x4413
jmiller@microtargetmedia.com
www.mtmmeasurementgroup.com

About Netezza Corporation (NYSE Arca: NZ)

Netezza (NYSE Arca: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics for business users across the extended enterprise, delivering significant competitive and operational advantage in today's information-intensive marketplaces. The Netezza Performance Server® (NPS®) family of appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. Customers who have realized the benefits of Netezza appliances include Ahold, Amazon.com, CNET Networks, Debenhams, Department of Veterans Affairs, Epsilon, Nationwide, Neiman Marcus, Orange UK, Premier, Inc., Ross Stores, Ryder System, Inc., The Carphone Warehouse and Virgin Media. Based in Marlborough, Mass., Netezza has offices in Washington, DC, the United Kingdom and the Asia Pacific region. For more information about Netezza, please visit www.netezza.com<<http://www.netezza.com>>.