



DATALOGIX™ DRAWS TECH INDUSTRY VET, JOHN HILLYARD, AS CHIEF FINANCIAL OFFICER

Hire Supports Company Plans for Rapid Growth

WESTMINSTER, CO, MARCH 9, 2010—DataLogix, operator of the leading online platform for Real-World Data™ and the industry's largest database of SKU-Level consumer discretionary purchasing behavior, has hired former LeftHand Networks senior executive, John Hillyard as the Company's Chief Financial Officer .

"John's extensive background in financial operations combined with his proven leadership in high growth companies makes him a natural fit for the role," said Robert Gierkink, Chairman and CEO, Datalogix. "Having John on board will allow us to build upon our already strong operational infrastructure and support our continued growth."

In the new role, Hillyard will be responsible for the Accounting, Finance, Legal and Human Resource functions at DataLogix. Hillyard has held financial management positions at several leading technology companies, most recently at LeftHand Networks, which was sold to HP in November of 2008 for \$360 million. Before joining LeftHand Hillyard served as the Executive Vice President, Finance & Operations and CFO of Colorado Springs-based FrontRange Solutions, a publicly traded company with operations in ten countries.

"Datalogix has created a significant business, bridging the gap between traditional and online channels," said Hillyard. "I'm extremely excited to be joining the Company that's pioneering the data space and am looking forward to supporting its continued growth."

Hillyard also has served on the Board of Directors' for two publically traded companies including FrontRange Solutions from 2001-2005 and the Simtek Corporation (NASDAQ: STMK) from 2006-2008, where he chaired the Compensation and Audit Committees. He holds a B.A. in Business Economics from the University of California, Santa Barbara and is a Certified Public Accountant.

About DataLogix™

DataLogix enables "better marketing through data™" for leading direct marketers and brand advertisers. Our mission is to de-silo marketing by facilitate the flow of data between traditional and online channels. DataLogix operates the leading online platform for Real-World Data™, and has the industry's largest database of SKU-Level consumer discretionary purchasing behavior. DataLogix is a privately-held company based in Westminster, CO with offices in Chicago and New York City. Please visit us at www.datalogix.com.

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