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## Greenplum, Inc. to be Acquired by EMC Corporation

Ann Arbor, MI -- EDF Ventures is pleased to announce that Greenplum, Inc. ("Greenplum") one of its portfolio companies, has signed a definitive agreement to be acquired by EMC Corporation ("EMC").

Greenplum, a San Mateo, California based company is a fast-growing provider of disruptive data warehousing technology, a key enabler of "big data" clouds and self-service analytics. Upon completion of the acquisition, Greenplum will form the foundation of a new data computing product division within EMC's information infrastructure business. Bill Cook, Greenplum CEO, said, "EMC and Greenplum bring extraordinary potential to customers at the intersection of "big data" and sophisticated analytics. As technology and business partners, EMC and Greenplum witness daily the enthusiasm with which customers embrace how together we impact their businesses in very tangible, positive and meaningful ways. The technology speaks for itself. What energizes us most now is EMC's ability to open new doors of opportunity and accelerate delivery of our joint vision for the future."

According to Mary Campbell, Managing Director and Founder of EDF Ventures, "Greenplum represents three hallmarks of EDF's investment strategy: investing early with technical founders; investing in best-in-class and disruptive technology; and supporting a capital efficient funding model from inception through maturity." Campbell added, "We are proud to have been a part of a syndicate of investors with deep domain knowledge, offering hands-on assistance to a great leadership team."

The acquisition of Greenplum will be an all-cash transaction and is expected to be completed in the third quarter of 2010, subject to customary closing conditions and regulatory approvals. Though the price of the transaction was not disclosed, Campbell noted that EDF was exceptionally pleased with the return the acquisition will generate for its investors.

## **About EDF Ventures**

EDF Ventures provides capital and leadership assistance to entrepreneurs with proprietary technology and a passion for building a company. Located in Michigan, EDF invests throughout the country and is proud of its ability to identify and provide leadership to companies with disruptive, fast-growing technologies. The EDF portfolio includes companies developing breakthrough technologies in data management, telephony, security and human health sectors. EDF manages three funds with approximately \$175 million under management. Visit [www.edfvc.com](http://www.edfvc.com) for more information.

## **About Greenplum, Inc.**

Greenplum is the pioneer of Enterprise Data Cloud™ solutions that bring the power of self-service to large-scale data warehousing and analytics, providing customers with flexible access to all their data for business intelligence and analytics. Greenplum offers industry-leading performance at a low cost for companies managing terabytes to petabytes of data. Data-driven businesses around the world, including NASDAQ OMX, NYSE Euronext, Reliance Communications, Skype and Fox Interactive Media/MySpace, have adopted the Greenplum Database to support their mission-critical business functions. For more information visit [www.greenplum.com](http://www.greenplum.com).

## **About EMC**

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at [www.emc.com](http://www.emc.com).

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