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Initiate Systems Joins Informatica INFORM Partner Program

Initiate Systems to Highlight MDM Customer Success at Informatica World 2008

INFORMATICA WORLD, Las Vegas, Nev. (June 4, 2008) – [Initiate Systems, Inc.](http://www.InitiateSystems.com), a leader in master data management (MDM) solutions, and [Informatica Corporation](http://www.informatica.com) (NASDAQ: INFA), the leading independent provider of data integration software and services, today announced that Initiate has joined Informatica's worldwide partner program, INFORM. The two companies have complementary offerings which together enable customers to implement a best-of-breed MDM solution and maximize the value of their enterprise data assets.

"We are happy to announce Initiate as an INFORM partner," said Harry Gould, senior vice president of worldwide alliances, Informatica. "The Initiate Master Data Service™ and Informatica's data integration and data quality platform work together to create a meaningful, trusted and valuable system of master records."

"This partnership brings together two leaders in data integration and data management," said John Cordell, vice president of business development at Initiate Systems. "Initiate's master data management technology, including identity management, data modeling, data sharing, relationship and hierarchy management and multi-lingual capabilities, combined with Informatica's leading enterprise data quality and data integration software helps customers quickly unlock the value of their data assets to improve the bottom line."

As part of the partnership, Initiate Systems is a gold sponsor for Informatica World 2008 in Las Vegas. Dan Luetje, information systems application development manager from Blue Cross Blue Shield of Minnesota, and an Initiate and Informatica customer, will present a case study outlining how Blue Cross Blue Shield of Minnesota accurately identifies customers across multiple sources and ensures up-to-date identity management throughout the organization at 8:30 a.m. on June 5, 2008 at the Las Vegas Hilton.

About Initiate Systems

[Initiate Systems, Inc.](#) enables organizations to strategically leverage and share critical data assets. Its master data management (MDM) [software and experience](#) as an information exchange leader provide organizations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. This allows companies to unlock the value of their data assets for competitive advantages or operational improvements. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit www.InitiateSystems.com.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the leading independent provider of data integration software and services. With Informatica, organizations can gain greater business value by integrating all their information assets from across the enterprise. More than 3,000 companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of varying complexity and scale. For more information, call +1 650 38 5 5000 (1 800 653 9871 in the U.S.), or visit www.informatica.com.

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