

NJINI ANNOUNCES ITS FIRST OFFERINGS TO BRING BUSINESS VALUE TO DATA

~ Early ship availability for foundation products from the Njini IAM suite ~

Long Beach, California USA, June 8, 2005, A day after launching the company publicly, Njini, Inc, the market creating information asset management company today announces the early ship availability of the first two core foundation products from its Information Asset Management Suite. The first two products from Njini , njiniENGINE and njniENCOUNT, mark the start of a product rollout which will address the real issues affecting businesses of all sizes – the effective valuation and management of information

Phil Tee, co-founder, Chairman and Chief Technology Officer added “Capturing the relevance of data at its creation demands a new layer of business infrastructure, thus enabling Information Asset Management (IAM). I’m thrilled to be announcing the availability of the first offerings from our Njini IAM suite, as it will allow CIO’s to control large elements of their data growth and manage data as an asset. It will also enhance every individual’s capabilities, productivity and lifestyle.”

Njini Information Asset Management is all about identifying the business value of a data object at its moment of origin - and then using this to know where it should be stored, for how long, who should be able to access it and how many copies should be kept. Njini does all this within a new layer of business structure before the data object is even stored.

“Working with Njini, their Information Asset Management suite will provide Virgin Mobile with an in-depth understanding of our unstructured data environment. Virgin Mobile is committed to increasing its awareness of the data that is managed via lifecycle management controls within our storage architecture to ensure that our progressive storage strategy is appropriate to drive the business forward. Removing unnecessary data duplication will have a measurable effect on our storage hierarchy, re-directing infrastructure spend to optimize our customers experience”, said Keith Bennett, Lead Infrastructure Architect, at Virgin Mobile

The njiniENGINE sits at the heart of the Njini IAM software suite and uses real-time policy execution to automatically identify data objects (both textual and bitmapped) at their point of origin, intellectualizing them to capture their business value, and then managing the changes in this value throughout the lifecycle. The njiniENGINE uses the content derived extensible metadata – what it knows about the file – and the profile – who has access to the file – to create a set of policies. These policies are then used within a range of other Njini products to perform a number of actions.

Crucially, and uniquely, the njiniENGINE assigns Identity@Origin™ to each new piece of data as it is created, allowing organizations to truly identify, capture and utilize the inherent business value in each new piece of data created.

“The NjiniENGINE provides an entirely new level of content-driven intelligence to enterprise data management“ said Brad O’Neill, Senior Analyst with Taneja Group. “This intelligence then translates into some significant ROI impact. Specifically, we

expect Njini customers to register measurable gains in both management efficiency and infrastructure utilization rates. This is important technology.”

The njiniENCOUNT product ensures that the correct number of each data object is kept according to its business value – which could include replicating or deduplicating via ancillary modules. As an example, take a PowerPoint document, currently, if someone creates a PowerPoint, you have one copy of it stored on your system but if it is then sent to eight other people, you then have eight further copies taking up valuable space on your fast storage disk. With njiniENCOUNT, you would only have the original and eight pointers to it. You would also have a backup copy on your archive storage – created with knowledge of knowing that this data is business appropriate, and cutting your storage needs down to two instances, instead of nine.

“As a leading IT solutions provider Brendata has been discussing with its global accounts the issue's around understanding the value of data as an asset. Njini's approach to Information Asset Management will enable both Brendata and our clients to optimize data creation and storage strategies, resulting in lowering the cost of ownership models and increasing the productivity of storage management personnel”, says Steve Hanselman, Technical Director, Brendata.

Speaking at the Storage World Conference 2005, Phil Tee, co-founder, Chairman and Chief Technology Officer said: “Typically, a company will have on average 6 unnecessary duplicates of each file. Think of the money companies would save by de-duplicating these unnecessary files. Our figures show typical storage costs per document cut from 30c to 12c and that's before you even consider the peace of mind that comes from knowing your business continuity and compliance files are automatically created.”

As part of the launch, Phil Tee will be addressing the Storage World Conference June 7th-9th, Long Beach, CA. During his keynote speech, Phil will communicate how the Njini approach will enrich organizations over the next 1-3-5 years to provide greater depth of value from their Information Asset's.

Further information on the company and its products can be found at www.njini.com.

Njini Inc.

Market-creating information asset management company, Njini was founded in 2003 by Phil Tee and Mike Swoboda to address the emerging and overwhelming information control and management issue. Njini leads advancements within the Information Asset Management (IAM) category, using innovative technologies to enable users to assign Identity@Origin™ to their information, making it possible to optimize the management of unstructured data efficiently and in real-time. Njini provides a flexible and uniquely robust solution to the information management challenge.

With a combined experience of fifty years in the networking and systems management industries, the Njini management team bring intensive business and technical know-how to bear on this revolutionary new IT category. Currently privately owned, the company has received Series A and B funding from Accel Partners and Add Partners, to help it drive the category and company forward.

About Taneja Group:

Taneja Group is a leading enterprise IT analysis, research and consulting firm based in Hopkinton, MA. The firm's practice areas include infrastructure data management, data storage, server and networking technologies.

About Virgin Mobile:

Virgin Mobile Holdings (UK) plc, the UK's largest mobile virtual network operator, is majority owned by Sir Richard Branson's Virgin Group and uses T-Mobile's network. Since its launch in November 1999, Virgin Mobile has attracted more than 5.3 million customers.

In the UK, Virgin Mobile phones are available direct on 0845 6000 600; on the web at www.virginmobile.com or on the high street at approximately 5,000 outlets including Virgin Mobile Stores within Virgin Megastores, The Carphone Warehouse, The Link, Dixons, Phones 4 U, Curry's, Comet, Tesco, Asda, John Lewis, Argos, TOMO, Woolworths, Toys R Us and Ryman plus hundreds of independents mobile phones dealers and available via Shop Direct, Littlewoods, Grattan and Empire home shopping channels.

Virgin Mobile employs approximately 1,400 staff at three sites, Trowbridge, London and Daventry, and has an outsourced customer service centre operated by approximately 200 staff in Middlesbrough.

Virgin Mobile's customers were found to be the most-satisfied mobile consumers in the pre-pay sector for two years running in 2005 and 2004, according to the surveys by J.D. Power and Associates. Virgin Mobile is also featured in 'The Sunday Times 100 Best Companies to Work For' list 2005 and is part of the FTSE4Good Index.

About Brendata

Brendata (UK) Ltd is a software development house established over 10 years ago to deliver bespoke system solutions to leading financial institutions. An independent company located near London, Brendata has close relationships with numerous multinational corporations and over the past 18 months has developed a collateral management software that meets the rapidly changing needs of the global foreign exchange market. Brendata (UK) Ltd is an IT solutions provider of the highest quality and reliability, offering a portfolio of services that is flexible enough to meet any challenge.

For further information please contact:

Worldwide

Ken Saunders, Global Account Director for Njini Inc.
Hill & Knowlton
+44 (0)7830 123 145
ksaunders@hillandknowlton.com

And on an ongoing basis:

Worldwide:

Reva Seth
Hill & Knowlton
+44 (0) 207 413 3710
rseth@hillandknowlton.com

United States:

Peter Kojalo,
Blanc & Otus
+1 617 451 6102 ext 216,
Email: pkojalo@blancandotus.com