Starcounter Prepares to Gain Momentum in United States with Market Access Silicon Valley

US Market Access Center (US MAC) selects Swedish in-memory NoSQL database company for its US Market entry program

Stockholm, Sweden – November 14, 2012 – Starcounter today announced it is participating in Market Access Silicon Valley, a market entry program created by the Swedish Innovation agency Innovationsbron in cooperation with US MAC, a non-profit business accelerator in Silicon Valley. Starcounter was selected to participate in the program for its high performance in-memory NoSQL database, which is based on the company's patented VMDBMS technology and substantially faster than other databases available today.

Market Access Silicon Valley began with an intensive program in Stockholm for 22 companies in the Swedish technology sector, including hardware, software, gaming and mobile. The first stage involved hands-on workshops, one-on-one mentoring and a pitch competition, after which only 13 companies, including Starcounter, were selected to participate in the second stage. From November 26 to December 7 in Silicon Valley, these companies will meet with mentors, potential clients, partners and investors to learn how to establish a successful company in the U.S. market.

"During the first stage of our program in Stockholm, we quickly recognized that Starcounter has significant potential for growth in the U.S. market," said Adiba Cremonini, vice president of international relations, Northern Europe at US Market Access Center. "Over the years, we have helped over 900 companies across the globe enter the U.S. market. As a Swedish native, I am especially proud to add companies from my home country like Starcounter to this list, and I look forward to its continued success during the next stage of our program in Silicon Valley."

"It is an honor to be chosen to participate in Market Access Silicon Valley," said Asa Holmstrom, CEO of Starcounter. "Given our European success and the demand now for high performance in-memory databases, it's the right time for us to enter the United States market, and the program will be an invaluable kick-start for us as we make this transition."

About Starcounter
Starcounter is a database development company dedicated to providing the world's highest performing database. Founded in 2006 by entrepreneur Joachim Wester, Starcounter's goal is to simplify database processing while cutting costs. Its technology is ACID compliant, and performs best with high transactional, real-time applications. To learn more, visit www.starcounter.com.

About US MAC

US Market Access Center, US MAC, is a non-profit business accelerator located in Silicon Valley (from San Francisco to San Jose). US MAC gives International tech companies a fast and successful access to the US Market. To learn more, visit www.usmarketaccess.com.

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