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For Immediate Release

**CUNA MUTUAL GROUP EXTENDS STRATEGIC RELATIONSHIP
WITH OBJECTIVITY**

- Objectivity Scalability is Leveraged for E-Commerce, Cross-Selling Initiatives -

SUNNYVALE, Calif., (July 11, 2005) - - - As demand grows within the financial services sector for its real-time data management solutions for complex inter-related data, Objectivity, Inc., today announces that it has entered into a three-year strategic relationship with CUNA Mutual Group. CUNA Mutual, located in Madison, Wis., provides financial services and insurance to credit unions and their members. The strategic relationship calls for extended maintenance to support CUNA Mutual's member database built on Objectivity/DB. The Objectivity-based service provides CUNA Mutual with an improved ability to track customer records and help its sales staff cross-sell financial services products.

Objectivity enables a unified view

Objectivity/DB has enabled CUNA Mutual to build a scalable application that generates a unified, consolidated view for each individual from a large number of legacy databases. With Objectivity/DB, CUNA Mutual provides an integrated set of product offerings tailored for each individual.

Extracting data from disparate databases

The Objectivity/DB-based application extracts detailed member information from more than 40 disparate systems. These systems run on a variety of platforms, in a mixture of environments. The CUNA Mutual application extracts, filters and consolidates information and then stores it in Objectivity in a common format. CUNA Mutual's Objectivity/DB is more than a Terabyte and contains more than 100 million records and six billion objects.

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“We are pleased to have extended our strategic relationship with CUNA Mutual. They represent an important group of enterprise customers that we classify as Information Sharers,” said Jay Jarrell, president and CEO of Objectivity, Inc. “Objectivity/DB enables CUNA Mutual to utilize information stored in legacy databases to be more responsive to their customer needs and more competitive in today’s aggressive marketplace.”

About CUNA Mutual

The CUNA Mutual Group is the leading provider of financial services to credit unions and their members worldwide, offering lending, protection, financial, employee and member solutions through strategic partnerships, technological innovations and multiple service channels.

Information about CUNA Mutual may be found on the World Wide Web at www.cunamutual.com.

About Objectivity, Inc.

Objectivity, Inc. is the leading provider of real-time object-oriented databases for complex inter-related data. The company’s flagship product, Objectivity/DB, manages and analyzes very large volumes of complex data for event and relationship processing within mission-critical applications. These applications are developed by ISVs, OEMs and end-users in process control, medical and telecommunications equipment, government, ontology, financial services, and knowledge management. Objectivity/DB enables organizations to monitor, analyze and respond by identifying inter-relationships or anomalies providing real-time intelligence for predictive analysis and decision support.

Objectivity, Inc. is headquartered in Sunnyvale, Calif., USA. For more information, contact the Company by sending e-mail to info@objectivity.com, visiting <http://www.objectivity.com> or calling (408) 992-7100.

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