

FOR IMMEDIATE RELEASE:

Contact:

XTIVIA, Inc.

Phone (888) 685-3101 x 2

info@xtivia.com

<http://www.xtivia.com>

<http://www.virtual-dba.com>

Increased Customer Demand for XTIVIA's Remote Database Administration Services Credited for Rapid Sales Growth

COLORADO SPRINGS, Colorado – January 22nd, 2009 – XTIVIA, Inc. announced today that new customer demand for its award-winning Virtual-DBA remote database administration support and monitoring service grew rapidly in 2008. XTIVIA cited increased demand for outsourcing mission critical IT Database Support Functions as the reason.

During 2008, XTIVIA saw remarkable increase in demand for the Virtual-DBA remote database administration services which support Informix, DB2 UDB/LUW, Oracle, Microsoft SQL Server, and Sybase. XTIVIA has responded to meet the customer need by expanding and re-launching its marketing web site www.Virtual-DBA.com. In the first quarter of 2009, a new Client web portal will launch. XTIVIA also plans to expand and reorganize its staff to meet the demands associated with this growing market.

“As IT managers are tasked to do more with less, IT outsourcing has become a growing market trend. Leading organizations throughout the U.S. and Europe are turning to our Virtual-DBA service. Our Virtual-DBA Service provides our customers with best of breed support and monitoring solutions with on-shore highly skilled Engineers at a fraction of the cost of traditional database support expenditures. I was amazed at the number of new customers we brought on in 2008 and we expect to see similar growth this year based on overall market conditions.” said Nir Gryn XTIVIA's VP of Sales

“This increased demand for our Virtual-DBA solution is not surprising. The solution was tailor made, triggering companies bottom line and reducing their overall cost of database ownership. In difficult economic times, our Virtual DBA solution is the answer for CFOs and IT managers faced with a tight IT budget. When you add the rest of the Virtual-DBA benefits of reliability, 24/7 support and endless pool of DBA knowledge base, it becomes a no-brainer decision” said Ori Ben Zvi, CFO of XTIVIA.

The goal of Virtual-DBA is to provide a cost-effective solution for organizations seeking to optimize the availability and performance of their critical business information systems. We accomplish this through a comprehensive remote DBA service offering designed specifically to meet the Oracle, DB2, Informix, Sybase and SQL Server database administration, maintenance, management and consulting needs of our clients. XTIVIA's Virtual-DBA service combines a sophisticated suite of monitoring and reporting tools with expert consulting services to deliver complete database performance management. Virtual-DBA provides proactive, remote database support and maintenance enabling subscribers to focus their resources and improve productivity while enhancing operational benefits.

About XTIVIA:

XTIVIA is a leading information technology and Internet solutions firm that specializes in helping organizations manage critical business information and processes across all communication channels. XTIVIA has offices in New York, New Jersey, Colorado, and Texas and is a subsidiary of Matrix-IT Ltd., (www.Matrix-it.co.il) (TASE: MTRX) and a part of the Global technology group Formula Systems Ltd. (www.formulasystems.com) (NASDAQ: FORTY).

For more information visit our Web site at www.Xtivia.com or www.virtual-dba.com, by phone at 888-685-3101, option 2, or email info@xtivia.com.

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