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• **JDA Software Group, Inc.**
• **NEWS RELEASE**
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JDA Investor Relations Contact:
Lawrence Delaney, Jr., The Berlin Group
Tel: (714) 734-5000; larry@berlingroup.com

JDA Public Relations Contact:
Jenni Ottum, JDA Public Relations
Tel: (480) 308.3438; Jenni.Ottum@jda.com

Julie Keyser-Squires, Softscribe Inc.
Tel: (404) 256.5512, julie@softscribeinc.com

JDA Software and QL2 Announce Teaming Agreement to Provide Solutions that Combine Revenue Optimization and Real-Time Market Reference Data

Highly Competitive Retail, Hospitality, Rental Car, Passenger Rail and Airlines Industries to Benefit from Alliance

Scottsdale, Ariz. – July 27, 2009 – **JDA® Software Group, Inc.** (NASDAQ: JDAS), a leading provider of Price Sensitive Revenue Management (PSRM) solutions, today announced the signing of a formal teaming agreement with **QL2 Software, Inc.**, a leading on-demand data access platform provider, to collaborate on developing the growing market for competitor intelligence-driven revenue management solutions.

This agreement follows the launch earlier this year of JDA® Travel Price Optimizer, a pricing solution architected using JDA® Enterprise Architecture that is designed to serve the needs of travel, transportation and hospitality companies. JDA Travel Price Optimizer dynamically optimizes prices based on competitive rates, capacity constraints, local market demand and economic and company factors. JDA and QL2 were selected by **Carlson Hotels Worldwide** as the major technology partners for Carlson’s SNAP (Stay Night Automated Pricing) project. Carlson’s SNAP initiative is built on the use of QL2’s current market intelligence data, which is integrated into JDA Travel Price Optimizer, resulting in optimized nightly room rates.

Andy Archer, JDA’s group vice president, service industries, said, “JDA’s teaming agreement with QL2 enables our companies to address the next level in price optimization that factors real-time competitive pricing intelligence into the rate optimization process for more effective revenue generation. We see a valuable opportunity to drive higher client revenue by automating the synergy of these two powerful technologies. Carlson is the first company in its industry to leverage competitor intelligence as a true driver of pricing decisions – and that means better rate-setting decisions that will lead to increased revenues for operators.”

Jim Rozell, senior director of revenue optimization, Carlson, said, “When we began our revenue optimization program we reviewed the capabilities currently available and recognized a big opportunity in the way that the revenue management systems and processes handle competitor intelligence. This critical information is generally used only to evaluate past rate-setting strategies or to provide an alternative to revenue management system recommendations. This may have been acceptable in the past when competitor rates were relatively opaque, but in today’s market it is not good enough. Carlson wanted a

new revenue optimization process that leverages competitor data, which is why we engaged with JDA and QL2 to develop our SNAP project.”

Russ Aldrich, chief executive officer, QL2, said, “Our agreement with JDA will enable our customers to be even more successful. New technologies have made pricing more transparent than ever, and many companies now operate in an intensely competitive environment. Revenue management decisions can no longer be made in a competitive vacuum.”

Aldrich noted that by placing current competitor data at the heart of a critical decision-making process like price optimization, operators will realize greater value from information that QL2 is already providing.

Under terms of the teaming agreement, JDA and QL2 will work together to bring new pricing capabilities to their respective clients – many of which are already customers of both companies.

“Passenger rail is a natural extension for this new capability but we see enormous potential for this approach in other sectors that we serve, including the rental car, airline leisure travel and retail industries – all of which face intense competitive pressure,” said Archer.

Archer added that Carlson’s selection of JDA and QL2 and the increasing interest in Price Sensitive Revenue Management technology across many industries endorses the companies’ shared vision for new and improved pricing processes that enable customers to be more profitable.

About QL2 Software, Inc.

QL2 is the leading on-demand data access platform provider that delivers the right data in the right format at the right time. Organizations that depend on market information as part of their commerce strategy rely on QL2 to gain vital access to quantitative data on products and markets. QL2 lets customers quickly understand their market and make critical changes to stay aligned with their strategic objectives.

More than 250 clients in 40 countries depend on QL2 Data-as-a-Service (DaaS) solutions for accurate and reusable data on channel, product and industry specific markets. The QL2 client-roster includes over 100 airlines, three of the top five global pharmaceuticals, and market leaders in retail, consumer products and life sciences. Founded in 2003, QL2 was named to the 2007 Inc. 500 and 2008 Inc. 5000 list of the fastest growing private companies, the 2008 Red Herring 100, and has been included in KMWorlds's 100 Companies That Matter for the past four years and Trend-Setting Products for the past three years. For more information, please visit www.QL2.com.

About JDA Software Services Industries

JDA Service Industries group helps companies in the Travel, Transportation, Hospitality and Media industries balance supply and demand through innovative forecasting, pricing, and revenue management

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solutions. The result is a dramatic increase in revenue, margin, and efficiency. Examples of JDA Service Industry clients include Carlson Worldwide, Continental Airlines & Cargo, Harrah's Entertainment, Omni Hotels, Princess Cruise Lines, Eurostar, and TUI Travel (formerly Thomson Holidays).

About JDA Software Group, Inc.

[JDA® Software Group, Inc.](#) (NASDAQ: JDAS) is the world's leading supply chain solutions provider, helping companies optimize operations and improve profitability. JDA drives business efficiency for its global customer base of more than 5,800 retailers, manufacturers, wholesaler-distributors and services industries companies through deep domain expertise and innovative solutions. JDA's combination of unmatched services, together with its integrated yet modular solutions for merchandising, supply chain planning and execution and revenue management, leverage the strong heritage and knowledge capital of market leaders including Manugistics, E3, Intactix and Arthur. When supply chain results matter, companies turn to JDA. For more information about JDA, visit www.jda.com or contact us at info@jda.com or call +1 800 479 7382/+1 480 308 3000.

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This press release contains forward-looking statements that are made in reliance upon the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally accompanied by words such as "will," "can," "ensure," "help," "enable" and "expect" and other words with forward-looking connotations. In this press release, such forward-looking statements include, without limitation, remarks that certain pricing optimization solutions and strategies will enable companies to achieve certain benefits. The occurrence of future events may involve a number of risks and uncertainties, including, but not limited to: (a) our solutions may not perform exactly as we anticipate; (b) there may be implementation and integration problems associated with our solutions; and (c) other risks detailed from time to time in the "Risk Factors" section of our filings with the Securities and Exchange Commission. Additional information relating to the uncertainty affecting our business is contained in our filings with the SEC. As a result of these and other risks, actual results may differ materially from those predicted. JDA is not under any obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements, whether as a result of new information, future events or otherwise.

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JDA Software Group, Inc.
14400 North 87th Street
Scottsdale, AZ 85260