

QL2 Recognized by *KMWorld* and *Software Magazine* for Customer Value and Growth

SEATTLE — Sept. 18, 2009 — [QL2](#), the leading on-demand data access platform provider, has been recognized by two elite industry lists: [KMWorld's](#) Trend-Setting Products of 2009 and [Software Magazine's](#) Software 500. This is the fourth consecutive year QL2 has been recognized by KMWorld and the second successive year the company has appeared on Software Magazine's Software 500 list, where it ranked #454, reflecting a 19.2 percent growth rate over last year.

"To be honored for growth and product ingenuity is particularly noteworthy in this economic climate," said Russ Aldrich, CEO of QL2. "These awards underscore the strength of our technology and the important role it plays in giving our customers a competitive edge."

KMWorld's annual list of Trend-Setting Products features products that deliver customer value. In the program's seventh year, more than 800 products were assessed by a judging panel of editorial colleagues, analysts, system integrators, vendors, line-of-business managers and users. The products selected—including QL2'S WebQL—all demonstrate clearly identifiable technology breakthroughs that serve the vendors' full spectrum of constituencies, especially their customers. The full list of winners is published in full in the September issue of *KMWorld*.

"Every year our standards get higher and the breadth of product capabilities continues to expand as we put together our annual list of Trend-Setting Products," said Hugh McKellar, *KMWorld* editor-in-chief. "This year's winners are being acknowledged for their willingness to listen and serve their customers and deliver optimal value."

Now in its 27th year, *Software Magazine's* Software 500 is a revenue-based ranking of the world's largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing. The ranking is based on total worldwide software and services revenue for 2008, including revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at www.Softwaremag.com, as well as from public documents. The September issue of *Software Magazine* includes the full list of winners.

"The 2009 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$491.3 billion worldwide for 2008 representing 8.8% growth from the previous year," says John P. Desmond, editor of *Software Magazine* and Softwaremag.com.

“The Software 500 helps CIOs, senior IT managers and IT staff research and create the short list of business partners.”

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 channels and products, competitive positioning, and industry specific markets. The QL2 client-roster includes more than 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 the 2008 and 2009 Inc. 5000 list of the fastest growing private companies, the 2008 Red Herring 100, and has been included in KMWorld'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.

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Contact:

Rosie Hausler
QL2 Software, Inc.
206-859-4224
rhausler@QL2.com