



## **For Immediate Release**

### **QL2 Named to JMP Securities "Hot 100" List**

**SEATTLE — July 02, 2009** — QL2, the leading on-demand data access platform provider, announced that JMP Securities, a San Francisco-based investment bank, recently included QL2 in a published report titled, "The Hot 100: The Best Privately Held Software Companies." The annual report profiles 100 of the leading private companies in the U.S. software industry, as identified by JMP's software research team.

"We are honored to be recognized by JMP Securities as a leading Data-as-a-Service (DaaS) company. With well over 100 airlines and scores of other companies benefitting from our data services," said Russ Aldrich, CEO of QL2, "it's great to have the recognition and validation that QL2 is making an impact by giving our customers access to data that has been out of reach for too long."

#### **About QL2**

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, 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 2008 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](http://www.QL2.com).

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Contact: Rosie Hausler  
QL2  
206-859-4224  
rhausler@QL2.com