



**FOR IMMEDIATE RELEASE**

## **Industry Recognition Highlights Strategic Value and Benefits of Real-Time, Business-Critical Data**

*QL2's core technology WebQL® 3.1 named "Trend-Setting Product of 2007"*

*by KMWorld Magazine for the second consecutive year*

**SEATTLE — August 23, 2007** — QL2 Software today announced that *KMWorld* Magazine, a leading industry publication and information source for the knowledge management systems market, has named QL2's WebQL 3.1 core technology as a "Trend-Setting Product of 2007" in its annual product evaluation.

The publication's assessment, which will be published in its September 2007 issue, highlights innovative products that offer significant positive impact and benefit to customers. A panel of *KMWorld* editors, industry analysts, industry experts, and end user customers made the selections from a field of more than 300 vendors.

This year's award selection process was particularly competitive. "More than 650 individual products were considered by our team of editors, analysts, integrators and users," said Hugh McKellar, *KMWorld* editor-in-chief. "Each and every company whose products were chosen for this year's list of Trend-Setting Products is being acknowledged for its willingness to listen and serve its customers in useful and innovative ways."

"We are honored that for the second year in a row, *KMWorld* is acknowledging the significant and unique value that QL2 delivers to our customers," said Glenn Hasen, president and chief executive officer of QL2 Software. "We are particularly pleased about this award because it reflects input from our customers and others who recognize and have benefited from the market intelligence solutions that are built using QL2's core technology, WebQL."

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Market intelligence is information relevant to a company's business environment, which is gathered and analyzed for the purposes of making better and faster business decisions, responding to changing market demands, and for developing new markets. *KMWorld's* recognition of QL2's WebQL 3.1 for the second consecutive year recognizes its position as a leading industry solution for providing real-time data extraction and integration.

QL2 Software's WebQL 3.1 technology allows companies to rapidly obtain important information about their customers, channels, compliance and competitors. It extracts data directly from a broad array of sources, including Web sites and individual Web pages, Microsoft Office® and Adobe Acrobat® documents, e-mail archives, and disparate data repositories inside and outside companies' firewalls. Companies in the travel and hospitality, retail, financial services, and pharmaceutical industries, among others, use this information for business, market and competitive intelligence purposes. WebQL also has the capability to read information encoded as images and within PDF documents using optical character recognition (OCR) technology.

QL2 has a customer base of 239 companies in 38 countries, including 92 airlines worldwide (including eight out of the top 10 U.S. airlines), and five of the top 10 pharmaceutical companies. The year 2007 marks the third year in a row that QL2 has doubled its customer base.

**About QL2 Software, Inc.**

Founded in 2003, QL2 Software is the leading provider of market intelligence solutions that empower Business Intelligence, Competitive Intelligence, Enterprise Search and Text Analytics applications. The company has been named to *KMWorld Magazine's* "Top 100 Companies" and "Trend-Setting Products" for 2006 and 2007, and placed high on the list of "Fastest Growing Private Companies" by the *Puget Sound Business Journal* for two consecutive years. QL2 Software is on the Internet at <http://www.ql2.com/>.

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