



QL2 and Smith Travel Research Partner for Better Hotel Market Intelligence

Companies integrate industry-leading hotel performance and forward shopping data

SEATTLE — January 28, 2008 — QL2 Software, a leader in market intelligence on demand services, today announced it is partnering with Smith Travel Research (STR), the lodging industry's leading information and data provider. This new partnership will provide the hotel and lodging industry with a single source of market intelligence, combining STR's extensive hotel performance data with QL2's real-time pricing data.

This combination of historical revenue performance and forward pricing data gives hotel property owners, managers, investors and other industry players the information they need to make the best-informed decisions on room rates, availability and future investment.

"To make the best decisions on availability and rates, our clients need to know future room pricing in their markets," said Randy Smith, CEO of Smith Travel Research. "QL2's real time pricing data is the perfect complement to the intelligence we already deliver."

QL2 provides companies with a real-time, comprehensive view of the market, including competitive product, price and promotional mix, positioning and consumer sentiment. Information is delivered on demand to marketers, merchandisers, competitive intelligence analysts and other business professionals via a rich dashboard interface. More than 300 clients in 38 countries currently rely on QL2 to drive business decisions. The company's services are used by more than 100 airlines, including 7 of the top 10 global airlines; 3 of the top 5 online travel agencies; as well as major rental car companies and cruise lines.

The partnership announced today will result in joint products offered to both QL2 and STR clients, combining each firm's existing products for the travel industry, which include:

- **STAR Reports** which compare occupancy, Average Daily Rate (ADR) and Revenue per Available Room (RevPar) numbers to aggregate figures from a local market and/or selected competitive set. STAR reports are delivered monthly, weekly and daily to hotel participants.

(more)

- **QL2 PriceTrack** which provides a real-time snapshot of pricing and promotional activity across the competitive landscape, including hotel room rates, special promotions, amenities and property descriptions.

“Smith Travel Research is without a doubt the leading information provider in the hotel market,” said Glenn Hasen, president and chief executive officer of QL2. “STR is the ideal go-to-market partner for QL2 as we expand our presence in the hotel and lodging market.”

About Smith Travel Research (STR)

Smith Travel Research, global partners with The Bench, is the recognized leader for U.S. Lodging Industry benchmarking. For over 20 years, STR has collected monthly and daily operating data and reported on the state of the North American lodging industry, maintaining one of the world's largest lodging industry databases and publishing an array of valued industry research. For more about STR and its global services, please call +1 (615)824-8664 or email info@smithtravelresearch.com.

About QL2 Software, Inc.

QL2 is the leading provider of Market Intelligence On Demand, supplying companies with instant access to critical information from the outside world. QL2's on demand services deliver market intelligence directly to business users when they need it – without the time lag or technical complexity common with other approaches.

More than 250 clients in 38 countries rely on QL2 to drive business decisions on product and price mix, competitive positioning, and consumer opinions and preferences. QL2 clients include 7 of the top 10 global airlines, 3 of the top 5 global pharmaceuticals, and market leaders in retail, consumer products and information services. Founded in 2003, QL2 was named to the 2007 Inc. 500 list of the fastest-growing private companies, and has been included in KMWorld's "Top 100 Companies" and "Trend-Setting Products" for 2006 and 2007. For more information, please go to: www.QL2.com

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