



## **QL2 Recognized by Inc. Magazine, KMWorld and Red Herring**

*QL2 continues to win accolades for its rapid growth and product ingenuity*

**SEATTLE – September 18, 2008** – QL2, the leading provider of real time market intelligence, has just been recognized by three elite industry lists: Inc. Magazine's Inc. 5000, KMWorld's Trend Setting Products of 2008 and the Red Herring 100 North America. This is the first year QL2 has made the Red Herring list, second year on the Inc. 5000 and the third year as a KMWorld Trend Setter.

Today there is a vast amount of information available on the web that companies need access to. In the past, extracting this information automatically has been impossible since most of it is found in unstructured formats such as PDFs, word processing documents, charts, graphs and the Web. Gathering this information manually is time consuming, costly and the information is outdated almost as quickly as it's captured. QL2's technology and solutions gather data from the web and other structured and unstructured sources, and delivers it in real time for better business decisions.

"We're honored to be recognized by Inc. Magazine, KMWorld and Red Herring," said Russ Aldrich, CEO at QL2. "Our continued presence on these lists emphasizes QL2's strong business growth and the value of our innovative products and services to our customers. Seeing our customers' success when they employ QL2's real time actionable data in their business is the best reward of all."

QL2 ranked in the top 1000 on Inc. Magazine's second year of publishing the Inc. 5000, which ranks the 5000 most profitable, privately held companies in America. The companies that made the list reported aggregate revenue of \$185 billion and median three-year growth of 147 percent. Complete results of the Inc. 5000, including QL2 can be found at [www.inc5000.com](http://www.inc5000.com).

"Our second annual Inc. 5000 continues the most ambitious project in business journalism," said Inc. 5000 Project Manager Jim Melloan. "The Inc. 5000 gives an unrivalled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth."

The Red Herring 100 North America is awarded to the top 100 private technology companies in North America. Red Herring's annual lists of top private companies are an important part of the company's

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tradition of identifying new and innovative technology companies and entrepreneurs. Companies like Google, eBay and Skype were spotted in their early days by Red Herring editors, and touted as leaders that would change the way we live and work.

“Having received more than 800 submissions, it is clear that we are witnessing a new outburst of creativity” says Joel Dreyfuss, Editor-in-Chief of Red Herring. “With venture capital flowing again, it’s exciting to see technology innovators and business investors collaborate to create disruptive technologies. The Red Herring 100 North America companies are impressive up-and-comers, and definitely the ones to watch.”

KMWorld publishes the 2008 list of Trend Setting Products in September and features products that deliver customer value, which is the underlying principle that defines their list. This is the sixth year KMWorld has published the list, and this year they feature over 100 solutions with search offerings being prominently mentioned.

“This year’s edition has been compiled through briefings with vendors themselves, along with conversations with analysts, users and system integrators. Our mission selecting this year’s products has been deceptively simple: select those that deliver robust customer value,” says Hugh McKellar, KMWorld Editor-in-Chief.

**About QL2 Software, Inc.**

QL2 is the leading provider of business to business real time market intelligence, supplying companies with instant access to critical information from the marketplace. QL2’s “on request” services deliver market intelligence directly to business users when they need it – without the time lag or technical complexity common with other approaches.

Over 250 clients in 38 countries rely on QL2 to drive business decisions on price, product mix, competitive positioning, and consumer opinions and preferences. QL2’s 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, the 2008 Red Herring 100 and has been included in KMWorld’s “100 Companies That Matter” and “Trend-Setting Products” for the past three years. For more information, please go to: [www.QL2.com](http://www.QL2.com).

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