



QL2 Now Has 100 Airlines Using Its Demand-Driven Data Access, Aggregation and Delivery Services; Company Recognized on Software 500 List Again

Client growth also evident with other travel industry companies and in retail, manufacturing and life sciences industries

SEATTLE – October 28, 2008 – QL2, the leading provider of demand-driven data access, aggregation and delivery services, today announced that it has added its 100th airline client. More than 250 companies worldwide already rely on QL2 to deliver the most reliable and accurate data to operate their businesses. The user-defined data is gathered from any structured or unstructured digital data source, including the web, databases, emails, office documents and even images. QL2 also announced today that it will be included on *Software Magazine's* 26th annual Software 500 list, which showcases the 500 largest software and service providers in the world.

QL2's 100 airline clients rely on QL2's in-depth and up-to-date information about competitive fare pricing, seat availability, route information and promotional data to ensure their success in one of the world's most volatile and competitive markets. Without access to this dynamic data, airlines are not able to be as competitive or strategic as demanded in today's economy. More than 150 clients in the broader travel market also trust QL2 to deliver similar data for day-to-day pricing optimization and revenue management. QL2 offers a variety of customized data solutions to the travel industry, including online travel agencies, hotels, rental car companies, cruise lines and vacation package sellers.

"It is a major milestone to be working with 100 airlines, including 7 of the top 10 global airlines. QL2's success lies within our commitment to offering the most secure and reliable data to our clients," said Paul Campbell, VP Sales at QL2. "When an airline or any other client chooses QL2, they are getting more than a solution or service, they get a trusted partner who is dedicated to delivering the most up-to-date and accurate data needed to run their business."

QL2 also has clients in retail and consumer goods that focus on deriving price and product intelligence from QL2's data; major manufacturing companies that manage thousands of products and goods through

a variety of channels; and pharmaceuticals and other health industries focused on clinical trial data analysis and research in the fast changing world of life sciences.

Awarded Spot on Software 500 List

The *Software Magazine* Software 500 list is a revenue-based ranking of the world's largest software and services suppliers targeting medium to large enterprises, their CIO's, IT professionals, developers and business managers involved in software and services purchasing. QL2, which is ranked 465 on the list, made the 2008 list with a growth rate of 20.5 percent. The ranking is based on total worldwide software and services revenue for 2007. Like QL2, some 42 percent of the 2008 Software 500 companies are privately held.

"The 2008 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$451.8 billion worldwide for 2007 representing 14.7% growth from the previous year," says John P. Desmond, editor of *Software Magazine* and Softwaremag.com. "We have added over 100 new companies to the list this year. We're seeing strong growth from more companies based outside the U.S., especially from systems integration and outsourcing services firms based in India."

"QL2 is passionate about delivering reliable, scalable, customer-driven products and services," said Russ Aldrich, CEO at QL2. "Both our loyal travel clients and this Software 500 achievement are important indicators that we are delivering data access and aggregation services that provides immense value to companies that want a strategic and competitive edge."

About QL2 Software, Inc.

As the leading provider of demand-driven data access, aggregation and delivery services, QL2 enables companies to make sense and derive value from the sea of data on the web and from other structured and unstructured digital data sources. QL2 provides enterprises worldwide with the business-specific, user-defined data needed to make informed and strategic business decisions that positively impact their business and their bottom line.

More than 250 clients in 38 countries rely upon QL2 for reliable, accurate, reusable data on price and product mix, competitive positioning, brand and consumer sentiment. QL2's clients include 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" and "Trend-Setting Products" for the past three years. For more information, please visit www.QL2.com.

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