



## **QL2 Enhances PriceTrack Market Intelligence Service With Robust New Airline-Industry Capabilities**

*Airline Revenue Managers Can Now Change Fares Immediately Based on Real-Time  
Competitive Market Conditions and Post to Any Systems Accepting a Direct Feed*

**SEATTLE — February 5, 2008** — QL2 Software, a leader in market intelligence on demand services, today announced it has enhanced its PriceTrack™ market intelligence service to significantly increase its power and usefulness for airline-industry clients. PriceTrack, already used by more than 100 airlines globally, now offers new information sources that provide additional, real-time insight into specific travel-market conditions; enhanced reporting and analytics features; and the ability to manually or automatically publish fares to all major airline industry distribution channels and fare clearinghouses. The new enhancements enable airline Revenue managers to easily monitor competitive market conditions in real-time, change fares immediately based on competitor activity and post the new fares directly to all major distribution channels.

Available immediately, QL2's enhanced PriceTrack moves beyond just collecting real-time competitive pricing research and now enables airlines to analyze collected information in real time and use the resulting intelligence to make rapid pricing decisions. Revenue managers can immediately publish and propagate fare changes directly to virtually any system that accepts direct data feeds internal and external to a carrier – a powerful capability unique to PriceTrack.

“QL2 has been instrumental in helping us get a real-time view of the competitive airfare market,” said Brian Clark, VP of Planning and Sales at Virgin America. “With the new enhancements to the PriceTrack service, we will be able to publish fares much faster across our multiple distribution channels.”

“We’ve learned from our clients that a real-time view into the airline pricing landscape only solves half the problem,” said Paul Campbell, vice-president of travel solutions, QL2 Software. “Our enhanced PriceTrack service enables our clients to monitor their competitors, make smart decisions about pricing changes, act on them immediately and distribute the new fares to all the relevant channels.”

### **New Features Enable Rapid Business Decisions**

The enhanced PriceTrack market intelligence service has three new major capabilities:

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**New Information Sources:** Depending on client needs and configuration, PriceTrack now includes market-share, airline performance and published fare data gathered from external sources and from carrier-internal systems. This significantly enhances the array of information available to airline pricing analysts and revenue managers.

**Enhanced Reporting and Analytics:** PriceTrack can now simultaneously report and analyze posted fares as well as actual selling fares, significantly enhancing the information available for making rapid, profitable fare decisions for specific routes and markets.

**Direct Fare Loading:** PriceTrack's new fare loading capability allows analysts to directly publish fare data to all airline-industry standard distribution channels, including GDSs and fare clearinghouses.

Market intelligence includes important information on customers, competitors, channels, and other business-critical information such as regulatory filings and compliance information. While a lot of this information is publicly available, much of it is on the Web in unstructured form (for example, found in web pages or online documents), making it difficult to extract and translate into actionable intelligence. QL2's on demand platform gathers and analyzes both unstructured and structured information, and delivers output in common formats to match a client's needs. More than 300 clients in 38 countries rely on QL2 to help them make business decisions.

#### **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 300 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](http://www.QL2.com)

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