



QL2® Appoints Pricing Systems Expert Gene Bartholf to lead its Consulting Services Division

SEATTLE, WA (January 10, 2012) – QL2 Software, LLC., the leader in real-time pricing and product search, announces the appointment of Mr. Gene Bartholf, as Director of Consulting Services.

Gene Bartholf joins QL2 with over 20 years of experience driving data-driven, long-term pricing projects, including seven years in the travel industry, ten years in pricing systems development and design and over five years in consulting.

"We are extremely fortunate to have Gene join the already impressive team at QL2," said Paul Campbell, QL2 General Manager. "Gene brings a tremendous record of achievement in leading and growing consulting oriented businesses, experience that is extremely relevant to achieving our growth targets. His deep understanding of data-driven businesses and strong leadership skills will also complement our current leadership team. I look forward to the benefit of Gene's contributions as we continue our work in expanding and improving our business."

Prior to joining QL2, Gene was a Pricing Consultant and Project Manager for *Zilliant Inc.*, focusing on the implementation of full-scale price execution, analytics and optimization systems with *Fortune 500* companies. From 1997 to 2011, Gene held various senior level positions across a number of travel, consulting and pricing companies. Gene earned his Bachelor of Business Administration and Master of Business Administration in International Business from the University of Georgia.

Gene commented, "I am very excited to join the team at QL2 and to help build on their exciting momentum. QL2's has the most advanced pricing and product real-time search system in the industry and I look forward to building on all that has been achieved at QL2 so far."

About QL2 Software, LLC

QL2 is the leader in real-time competitive search for pricing and product data in travel, retail, energy and other price sensitive industries. QL2 offers products and services that provide revenue managers, pricing analysts, and product managers the data they need to optimize their competitive strategies and maximize their profit margins. Product, pricing and revenue managers from around the world who must deal with the complexity of optimizing pricing and revenue on a day-to-day basis rely on QL2's services and solutions for business intelligence and information gathering. QL2 provides the highest-quality and most comprehensive view of their market and competitors by providing the real-time data and reports needed to optimize your competitive strategies and maximize profit margins.

For more information, please visit www.QL2.com.

Sales and Media Contact:

sales@ql2.com
(206) 443-6836