



## World's Third-largest Travel Group, Thomas Cook AG, Using MicroStrategy Technology

MCLEAN, Va., Dec. 30 -- MicroStrategy(R) Incorporated (Nasdaq: MSTR), a leading worldwide provider of business intelligence software, today announced that German-based Thomas Cook AG, the second-largest travel group in Europe and the third-largest in the world, is using the MicroStrategy Business Intelligence Platform(TM) as its enterprise business intelligence standard. With MicroStrategy technology, hundreds of employees at Thomas Cook AG can better understand hotel capacities and contractual terms, optimize travel routes and track the types of the rooms that are booked.

"The MicroStrategy platform has been well received by our end user community," said Hans Dresler, data warehouse manager at Thomas Cook AG. "During a critical phase of corporate restructuring and growth, Thomas Cook relied on the MicroStrategy platform 24/7 for uninterrupted business intelligence analyses. With the technology, decision-makers from management all the way to our executive board can analyze in real time critical success factors necessary to make better business decisions."

The MicroStrategy platform anchors a number of business intelligence applications, including the management information reporting system, revenue management analysis, sales analysis, and customer call center applications. Approximately 200 employees at Thomas Cook are able to analyze 500 gigabytes of sales information contained in an IBM DB2 data warehouse, and expect to eventually link customer information to the data warehouse. In the future, decision-makers will receive corporate indices proactively in real time via a variety of methods, including email and short message service (SMS).

### About Thomas Cook AG

Thomas Cook AG is one of the world's leading travel groups. The group comprises 30 tour operator brands, around 3,600 travel agencies, 73,000 company-managed beds and a fleet of 86 aircraft operated by five holiday airlines. The shareholders in Thomas Cook AG are Deutsche Lufthansa AG (50 percent) and KarstadtQuelle AG (50 percent).

### About MicroStrategy Incorporated

**Leadership in a Critical Market:** Founded in 1989, MicroStrategy is a worldwide leader in the increasingly critical business intelligence software market. Large and small companies alike are harnessing MicroStrategy's business intelligence software to gain vital insights from their data to help them proactively enhance cost-efficiency, productivity and customer relations and optimize revenue-generating strategies. MicroStrategy's business intelligence platform offers exceptional capabilities that provide organizations -- in virtually all facets of their operations -- with user-friendly solutions to their data query, reporting, and advanced analytical needs, and distributes valuable insight on this data to users via Web, wireless, and voice. PC Magazine selected MicroStrategy 7(TM) as the 2001 "Editors' Choice" for business intelligence software.

**Enterprise-Class Business Intelligence:** MicroStrategy 7i(TM) is a truly integrated, enterprise-class, Web-based business intelligence platform. With MicroStrategy 7i, enterprises can now standardize on one business intelligence platform and deploy high-value business intelligence enterprise-wide. MicroStrategy 7i's configurable query, reporting, and OLAP Web interface is designed to support all users, from casual report viewers to power analysts.

**Diverse Customer Base:** MicroStrategy's customer base cuts across industry and sector lines, with over 1,700 enterprise-class customers, including Lowe's Home Improvement Warehouse, AT&T Wireless Group, Wachovia and GlaxoSmithKline. MicroStrategy also has relationships with over 400 systems integrators and application development and platform partners, including IBM, PeopleSoft, Hewlett-Packard, and JD Edwards.

MicroStrategy is listed on Nasdaq under the symbol MSTR. For more information on the company, or to purchase or demo MicroStrategy's software, please visit MicroStrategy's Web site at <http://www.microstrategy.com>.

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This press release may include statements that may constitute "forward-looking statements," including its estimates of future business prospects or financial results and statements containing the words "believe," "estimate," "project," "expect" or similar expressions. Forward-looking statements inherently involve risks and uncertainties that could cause actual results of MicroStrategy Incorporated and its subsidiaries (collectively, the "Company") to differ materially from the forward-looking statements. Factors that could contribute to such differences include: the Company's ability to secure financing for its current

operations and long-term plans on acceptable terms; the ability of the Company to implement and achieve widespread customer acceptance of its MicroStrategy 7i software on a timely basis; the Company's ability to recognize deferred revenue through delivery of products or satisfactory performance of services; the Company's ability to effect the sale of non-core assets on reasonable terms; continued acceptance of the Company's products in the marketplace; the timing of significant orders; delays in the Company's ability to develop or ship new products; market acceptance of new products; competitive factors; general economic conditions; currency fluctuations; and other risks detailed in the Company's registration statements and periodic reports filed with the Securities and Exchange Commission. By making these forward-looking statements, the Company undertakes no obligation to update these statements for revisions or changes after the date of this release.

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