

Apple Names MicroStrategy Mobile One of the Best business Apps of 2011

“iTunes Rewind 2011” Showcases MicroStrategy Mobile in Business Category

Tysons Corner, VA, December 22, 2011 – MicroStrategy[®] Incorporated (Nasdaq: MSTR), a leading worldwide provider of business intelligence (BI) software, today announced that Apple has selected MicroStrategy Mobile as one of the year’s best apps in the business iPhone app category, as part of Apple’s iTunes Rewind 2011.

To see Apple’s complete selection of the best apps for 2011, visit:

<http://search.itunes.apple.com/WebObjects/MZContentLink.woa/wa/link?path=itunesrewind>.

In addition to the recognition by Apple, a recent study by the Mobile Business Intelligence Report ranked MicroStrategy the top Mobile BI offering in the Information-Driven Mobile App market. MicroStrategy’s Mobile App Platform was ranked #1 out of 24 vendors by the leading industry analyst, Howard Dresner. Howard Dresner’s Mobile Business Intelligence Report, which rated vendors on the scope of features in both their mobile server and mobile clients, can be downloaded here: <http://www.microstrategy.com/Publications/Whitepapers/>.

MicroStrategy Mobile customers—including such leading brands as MetLife, Whole Foods Market, GUESS?, Herbalife, eHarmony, Edmunds.com, and Sonic Automotive—are developing and deploying critical mobile apps to access real-time information and boost employee productivity. Mobile workforces now have 24/7 anytime, anywhere access to the latest information about their businesses and can make decisions using their tablets and smartphones.

“MicroStrategy Mobile has been selected by hundreds of corporations because it improves business productivity,” said Sanju Bansal, MicroStrategy Chief Operating Officer. “MicroStrategy Mobile empowers business people to access business intelligence right from their tablets and smartphones, changing how decisions are made. This recognition from Apple further underscores our global leadership in Mobile BI and our commitment to delivering superior product quality to our customers.”

About MicroStrategy

Founded in 1989, MicroStrategy is a leading provider of enterprise software platforms for business intelligence (BI), mobile intelligence, and social intelligence applications. MicroStrategy’s BI platform enables leading organizations worldwide to analyze the vast amounts of data stored across their enterprises to make better business decisions. Companies choose MicroStrategy BI for its ease-of-

use, sophisticated analytics, and superior data and user scalability. MicroStrategy's mobile intelligence platform helps companies and organizations build, deploy, and maintain mobile apps across a range of solutions by embedding intelligence, transactions, and multimedia into apps. MicroStrategy's social intelligence platform includes a number of applications that help enterprises harness the power of social networks for marketing and e-commerce, as well as a suite of free "friendly" consumer apps that use MicroStrategy's enterprise technologies. The MicroStrategy Cloud offering combines MicroStrategy and third-party software, hardware, and services to enable rapid, cost-effective development of hosted BI, mobile, and social applications. To learn more about MicroStrategy (Nasdaq: MSTR), visit www.microstrategy.com and follow us on Facebook (<http://www.facebook.com/microstrategy>) and Twitter (<http://www.twitter.com/microstrategy>).

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