

SWIFT Selects MicroStrategy as its Global Business Intelligence Standard

MicroStrategy Chosen Following Extensive Analysis of Competitive Business Intelligence Products

Tysons Corner, VA, January 4, 2012 – MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of business intelligence (BI) software, today announced that SWIFT, the Society for Worldwide Interbank Financial Telecommunication, has chosen MicroStrategy as its enterprise business intelligence and analytics standard.

MicroStrategy will anchor SWIFT's BI service offering that is used by participating banking organizations, securities institutions, and corporate customers worldwide. SWIFT, based in Brussels, is a member-owned cooperative that provides the communications platform, products, and services to connect more than 9,700 banking organizations, financial institutions and corporations in 209 countries.

The majority of all international interbank messages rely on the SWIFT network. At SWIFT headquarters, MicroStrategy will power the company's BI system, allowing the global financial community to track and analyze interbank payment message traffic flowing through the SWIFT network. With MicroStrategy, banks and corporations will be able to monitor underlying value and currency flows, and better understand their position in the market, track sales performance, manage counterparty risk, and enhance operational efficiencies by identifying targets for cost savings.

In selecting MicroStrategy over other business intelligence products, SWIFT cited superior platform architecture and product capabilities, as well as reliability, availability, high performance, and security.

"We are delighted that SWIFT has chosen MicroStrategy to provide financial institutions worldwide with fast and direct access to business analytics through the use of user-friendly dashboards, interactive reporting, and innovative mobile apps that extend network intelligence to iPad, iPhone, BlackBerry, and Android devices," said Sanju Bansal, MicroStrategy Chief Operating Officer. "The agreement signed between MicroStrategy and SWIFT helps to improve the business intelligence system that monitors nearly every financial interbank message in the world. We look forward to supporting SWIFT with a secure BI infrastructure that will help SWIFT and the global financial community operate their business and messaging performance more efficiently and reliably."

About SWIFT

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect more than 9,700 financial institutions and corporations in 209 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. For more information, please visit www.swift.com.

About MicroStrategy Incorporated

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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