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Telescope Selects MicroStrategy for Advanced Analytics and Streamlined Reporting Capabilities

Expands Deployment Following Implementation of MicroStrategy's Free Reporting Software Package

McLean, Va., March 18, 2010 -- MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of business intelligence (BI) software, today announced that Telescope has selected MicroStrategy to enhance its current reporting and analysis capabilities. Telescope provides Participation TV and Mobile Marketing solutions for media and corporate clients such as American Idol, America's Got Talent, and McDonald's.

Telescope processes over one billion transactions each year on behalf of its clients and provides them with marketing insights from the data it collects. In September 2009, Telescope initiated its use of MicroStrategy software by downloading MicroStrategy's free reporting software package, MicroStrategy Reporting Suite. Following a successful departmental implementation, Telescope expanded its deployment of MicroStrategy to support Telescope's new platform, Insight, which analyzes data, identifies trends, and measures the impact of digital marketing campaigns.

Telescope plans to use MicroStrategy to augment its data analytics capabilities to help clients develop highly targeted marketing strategies. In addition, MicroStrategy will enable Telescope to automate its client reporting processes and provide instant reports direct to clients. As a result, Telescope will be able to streamline its current reporting process and deliver timely, forensic reporting to its partners.

"Since mobile analytics and the ability to help drive our clients' ROI metrics is a core service offering, we identified business intelligence as a key part of our technology roadmap," said Ori Nakar, Chief Technical Officer at Telescope. "Once we tried MicroStrategy's free reporting software package, we quickly realized that it offered the robust reporting and analysis capabilities we were looking for. MicroStrategy provides the functionality and flexibility we need to meet our vision as we continue to reinvent the business in response to the ever-changing needs and opportunities of Mobile Marketing and Participation TV."

"MicroStrategy Reporting Suite is a risk-free option for companies that are interested in using our software at no charge for up to 100 users," said MicroStrategy's COO Sanju Bansal. "Users can simply download the complimentary software from our website and take advantage of free online support and tools to get their reporting applications up and running very quickly. We are delighted that Telescope had a positive experience with MicroStrategy Reporting Suite and has now selected our software for a broader implementation to support its new Insight platform."

To try MicroStrategy's free reporting software package, visit
<http://www.microstrategy.com/freereportingsoftware>.

About Telescope

Telescope provides cross media interactive solutions that enable clients to Connect with new customers, Target new revenue streams and gain Insight directly from their audience. Telescope has managed campaigns for clients such as American Idol, America's Got Talent, NBA, NHL, Price Is Right, and Deal or No Deal. Telescope is headquartered in Los Angeles. For more information visit www.telescope.tv

About MicroStrategy

Founded in 1989, MicroStrategy is a global leader in business intelligence (BI) technology. MicroStrategy provides integrated reporting, analysis, and monitoring software that helps leading organizations worldwide make better business decisions every day. Companies choose MicroStrategy for its ease-of-use, sophisticated analytics, and superior data and user scalability. MicroStrategy offers free reporting software that can be downloaded from its website, <http://www.microstrategy.com/freereportingsoftware>. More information about MicroStrategy (Nasdaq: MSTR) is available at www.microstrategy.com.

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