



## January 2000 2-For-1 Stock Split

VIENNA, Va., Jan. 4 -- MicroStrategy Incorporated (Nasdaq: MSTR), a leading worldwide provider of Intelligent E-Business™ software, today announced that its Board of Directors has approved a two-for-one split of the Company's common stock. The stock split will be effected in the form of a stock dividend. On the record date of January 20, 2000, holders of Class A Common Stock will receive one additional share of Class A Common Stock for each share held, and holders of Class B Common Stock will receive one additional share of Class B Common Stock for each share held. The new shares are expected to be mailed by the Company's transfer agent, American Stock Transfer & Trust Company, on or around January 26, 2000.

"The market value of MicroStrategy stock has risen significantly since our initial public offering in June of 1998," said Michael J. Saylor, president and CEO of MicroStrategy Incorporated. "We hope that this stock split will make it possible for more investors to share in the ownership of our Company."

### About MicroStrategy Incorporated

MicroStrategy is a leading worldwide provider of Intelligent E-Business™ software and related services. MicroStrategy's product line enables both proactive and interactive delivery of information from large-scale databases, providing Global 2000 enterprises a platform for developing solutions that deliver insight and intelligence to their enterprise, supply-chain, and customers.

MicroStrategy's platform enables users to query and analyze the most detailed, transaction-level databases, turning data into business intelligence. In addition to supporting internal enterprise users, MicroStrategy's platform delivers critical business information beyond corporate boundaries to customers, partners and supply chain constituencies through a broad range of pull and push technology such as the Internet, e-mail, telephones, pagers and other wireless communications devices. MicroStrategy's platform is ideal for developing e-business solutions that are personalized and proactive, and that reach millions of users. MicroStrategy also offers a comprehensive set of consulting, training and support services for its customers and partners.

MicroStrategy has over 840 customers across such diverse industries as retail, telecommunications, finance, insurance, healthcare, pharmaceuticals and consumer packaged goods. Representative MicroStrategy customers include American Express Travel Services, CVS Pharmacy, Harris Teeter, Kmart, MCI WorldCom, Merck-Medco, Nike, NetRadio and Ralston Purina. MicroStrategy has also entered into relationships with more than 210 systems integration, application development and platform partners, including Accrue, Exchange Applications, HNC Software, IBM, NCR, and Oracle.

For more information, please visit MicroStrategy's Web site: <http://www.microstrategy.com>.

MicroStrategy and Intelligent E-Business are either trademarks or registered trademarks of MicroStrategy Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.

This press release includes statements that may constitute "forward-looking" statements, usually containing the words "believe," "estimate," "project," "expect" or similar expressions. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors that could cause or contribute to such differences include 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.

SOURCE MicroStrategy Incorporated

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