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MicroStrategy and Datastrong Host "STEM for Her" Urban Fun Run at Upcoming MicroStrategy World™ User Conference

Fundraiser Supports Women's Careers in Tech

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that it will sponsor and co-host an Urban Fun Run with [Datastrong](#), a BI and data warehousing solutions provider, on January 16, 2018, at MicroStrategy's annual user conference, [MicroStrategy World 2018](#). All proceeds from the event will benefit [STEM for Her](#), a non-profit foundation that supports young women and girls in the Washington, D.C. region who are interested in pursuing careers in science, technology, engineering and math fields of study. The race course will follow the existing sidewalks around the Cosmopolitan Hotel along the fabled Las Vegas strip.

"It takes ambassadors like MicroStrategy and Datastrong for *STEM for Her* to realize its vision of using education to empower the next generation of women," said Marian McKee, Board Chair, *STEM for Her*. "If gender representation in STEM professions mirrored the overall workforce, the number of women working in STEM jobs would be doubled. *STEM for Her* seeks to solve this problem by cultivating girls' interest in science, technology, engineering and math, ultimately feeding the STEM pipeline with qualified young women."

"Datastrong understands that gender equality in science, technology, engineering and math is crucial to improve our future," said Jacqueline Meriwether, Managing Partner at Datastrong. "Teaming up with *STEM for Her* gives MicroStrategy World attendees the opportunity to make a real impact on the young women and girls who will one day drive the technology industry forward."

"Across the world, there's tremendous opportunity for individuals in STEM-related careers, especially for women who are generally underrepresented in these positions. MicroStrategy knows that the solution to this massive problem begins on a local level, which is why we're proud to use MicroStrategy World to raise funds to support women on this path in the D.C. area," said Susan Cook, Executive Vice President of Sales for North America, MicroStrategy Incorporated. "MicroStrategy has supported *STEM for Her* for two years and its mission is clearly also a priority to our partners, like Datastrong. Together, events like the Urban Fun Run help us open doors for women in our field."

The race is also supported by MicroStrategy's "At The Table," a cross-functional network for women at MicroStrategy that provides members with opportunities for professional development, networking, and support through learning and social events.

Additional details on the Urban Fun Run include:

Who: MicroStrategy, Datastrong, and *STEM for Her*

What: Urban Fun Run

Where: The Cosmopolitan Hotel of Las Vegas

When: Tuesday, January 16, 2018 from 6:00 a.m. to 8:00 a.m. (PT)

To sign up for the race and learn more, register to [attend MicroStrategy World 2018](#) today. Unable to make it? Contribute a donation that will benefit *STEM for Her* [here](#).

About *STEM for Her*

STEM for Her, a 501(c)(3) non-profit foundation, champions programs and initiatives that foster enthusiasm and inspire girls and young women to pursue careers in science, technology, engineering and math fields of study. Founded in 2003, the Foundation offers financial support in a variety of ways as it works to empower young women to change the world by excelling in STEM-related careers. To learn more about *STEM for Her*, visit www.STEMforHer.org and follow us on [Facebook](#) and [Twitter](#).

About Datastrong LLC

Founded in 2010, Datastrong is the foremost provider of data consulting services. Datastrong's mission is to accelerate the

adoption of data technology solutions and effectively turn data into meaningful and actionable insights to advance its customers' organizational objectives. To learn more about Datastrong visit www.datastrong.com or follow us on [LinkedIn](#).

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a worldwide leader in enterprise analytics and mobility software. A pioneer in the BI and analytics space, MicroStrategy delivers innovative software that empowers people to make better decisions and transform the way they do business. We provide our enterprise customers with world-class software and expert services so they can deploy unique intelligence applications. To learn more, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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