

Outside Magazine Names Rally Software as One of America's 10 Best Places to Work in 2009



Scaling Software Agility

Colorado-based Agile ALM Leader Awarded Top-10 Spot on National List for Commitment to Local Community, the Environment and Employee Flexibility

BOULDER, Colo., April 9, 2009 - Rally Software, the leading provider of Agile application lifecycle management (ALM) solutions, today was named to *Outside* magazine's (www.outsideonline.com) second annual "Best Places to Work" list. Rally Software was ranked No. 9 out of 30 selected companies. The full list and related story will be published in the May issue of *Outside* magazine, available on newsstands April 14, 2009.

"We want Rally to be a model for a better way of doing business, so our entire organization lives by the Agile principles we teach," said Tim Miller, Rally CEO. "Businesses can be both profitable and green. Employees can do their best work for the company and have the freedom to follow their passions. And a company and its employees can be major supporters of the local community by doing more than just providing jobs. We hope by setting a small example that others will follow."

Outside's "Best Places to Work" list was compiled with the help of the Outdoor Industry Association (outdoorindustry.org) and Best Companies Group (bestcompaniesgroup.com). The year-long selection process began with an outreach effort that identified a wide range of non-profit and for-profit organizations with at least 15 employees working in the United States. Participating companies were then sent confidential employee-satisfaction surveys and employer-questionnaires to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives, and community outreach programs. All of the results were analyzed by Best Companies Group experts, who selected the 30 companies that best enable employees to balance productivity with an active, eco-conscious lifestyle.

"These 30 companies share a common belief: that the secret to success in any economy is empowering employees to live balanced lives and remain committed to their communities and the environment," said Michael Roberts, Executive Editor of *Outside*. "Our winners know that happy workers are good for the bottom line. So even in the current financial storm, they're offering on-site fitness classes and massage, reimbursements for gym memberships and ski passes, flexible hours, amazing travel benefits, and opportunities for on-the-clock community service."

Founder and Chief Technology Officer Ryan Martens started Rally in 2002 with the goal to become the first fully sustainable software company. In 2008, Rally diverted 800 gallons per month of typical office waste into single stream recycling and composting, offset its server energy costs with wind credits, and reduced its CO2 emissions from commuting by 17% through an internal contest designed to encourage alternative methods of transportation. The foundation

of Rally's employee development practices lie in one of the company's core values to "create your own reality." Employees are not hired to fill rigid job roles, but rather are encouraged to develop as individuals. They are also offered flexible hours and encouraged to telecommute in order to maintain a strong work-life balance. Through Rally's '1% Fund' program, employees are encouraged to spend 1% of their paid time volunteering, which led to more than 2,500 volunteer hours in 2008 across 90 non-profit organizations.

Rally is the leader in Agile software development solutions, dedicated to bringing the speed, quality and productivity benefits of Agile and Lean to large and distributed organizations. Agile development practices are quickly becoming a mainstream approach to software development because they enable companies to deliver value faster with fewer resources by focusing on incremental delivery of features that have the highest business value. A study conducted by QSM Associates showed that companies that rely on Rally's Agile ALM products and services are 50% faster to market and 25% more productive than industry averages.

To learn more about Rally, please visit www.rallydev.com.

About Rally

Rally is the leader in Agile application lifecycle management (ALM) dedicated to making distributed development organizations faster and leaner by dramatically cutting the time, cost and effort needed to deliver high quality applications. According to a study by QSM Associates, software-driven companies that rely on Rally's Agile ALM products and services are 50% faster to market and 25% more productive than industry averages. Rally's products were honored with four consecutive Jolt awards (the software industry's equivalent of the Oscar® award) in 2006, 2007, 2008 and 2009. The company's end-to-end solutions for Agile development also include Agile University, the largest source for Agile training, and Agile Commons, the largest collaborative Web 2.0 community dedicated to advancing software agility. As of January 15, 2009, Rally supports 1,500 corporate customers, 33,000 projects and 54,000 users in 50 countries. For more information, visit www.rallydev.com.

ABOUT *OUTSIDE* MAGAZINE

Outside is America's leading active lifestyle magazine, with over two million readers a month. For more than 30 years, the magazine has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with receiving many other accolades, *Outside* is the only magazine to win three consecutive National Magazine Awards for General Excellence. Visit the magazine online at www.outsideonline.com.

ABOUT BEST COMPANIES GROUP

Best Companies Group was formed in January of 2004, with the purpose of identifying and recognizing best companies around the country. By using state-of-the art survey and indexing tools, BCG has been able to achieve that purpose on national, state-wide, city, and industry stages. BCG will partner with B-to-B and consumer media and other business or human resource organizations to publicize the opportunity, encourage participation and to recognize those who are good enough to make the lists of "Best Places to Work". BCG currently manages 25 similar programs around the US and in Canada. For more information and a complete list of

"Best Employer" programs, visit www.bestcompaniesgroup.com Best Companies Group is headquartered in Harrisburg, PA.

ABOUT THE OUTDOOR INDUSTRY ASSOCIATION

Founded in 1989, Outdoor Industry Association (OIA) is the premier trade association for companies in the active outdoor recreation business. OIA provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. Outdoor Industry Association seeks to ensure a healthy and diverse specialty retail and supply chain based on quality, innovation and service. To this end, OIA works diligently to raise the standards of the industry; increase participation in outdoor recreation to strengthen business markets; provide support services to improve member profitability; represent member interests in the legislative/regulatory process; promote professional training and education; support innovation; and offer cost-saving member benefits.

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