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Outside Magazine Names Rally Software as One of America's 10 Best Places to Work in 2010

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Colorado-based Agile ALM Leader Jumps to #6 on National List for its Employee-Focused Culture, Community Commitment and Sustainable Practices

BOULDER, Colo., April 6, 2010 - [Rally \(http://www.rallydev.com\)](http://www.rallydev.com)®, the leading provider of Agile application lifecycle management (ALM) solutions, today was named to *Outside* magazine's ([outsideonline.com \(http://www.outsideonline.com\)](http://www.outsideonline.com)) third annual "Best Places to Work" list. Rally Software was ranked No. 6 out of 50 selected companies, having moved up from No. 9 in 2009. The full list and related story will be published in the May issue of *Outside* magazine, available on newsstands April 13, 2010.

"We are incredibly proud to be on *Outside's* list of America's Best Places to Work," said Tim Miller, Rally's CEO. "The Agile development practices we teach drive us to continually improve our business. Literally every day we work to create the kind of company that people want to be a part of - one that supports its employees both personally and professionally and gives back to the communities in which we do business."

Outside's "Best Places to Work" list was compiled with the help of the Outdoor Industry Association ([outdoorindustry.org \(http://outdoorindustry.org\)](http://outdoorindustry.org)) and Best Companies Group ([bestcompaniesgroup.com \(http://bestcompaniesgroup.com\)](http://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 50 companies that strive to enhance their employees' enjoyment of active endeavours, and environmental and social involvement.

"These 50 companies come from a vast array of industries but they're all following the same enlightened path," said Michael Roberts, Executive Editor of *Outside*. "They're successful businesses in a challenging economy precisely because they support a proper work-life balance. They know that benefits like on-site gyms and fitness classes, reimbursements for ski passes and sports racing fees, and support for community service efforts during work hours make their employees happier and thus more productive."

Some of the benefits Rally is recognized for are:

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 in order to help the company get the right things done. They are also offered flexible hours and telecommuting options 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 2,300 volunteer hours in

2009. In 2010, in an effort to increase its impact and level of skill-based volunteering, Rally partnered with two non-profit organizations, [Growing Gardens](#) and [Rocky Mountain Microfinance Institute](#).

As part of its goal to have a [zero carbon footprint by 2020](#), Rally calculates its total carbon footprint each year including building facilities, travel, commuting and IT. The company [reduced its carbon per 100 users](#) from 8.2 tons in 2008 to 7.8 tons in 2009. Free bus passes are provided to all full-time employees to reduce commuter-related greenhouse gas, and Rally diverts roughly 600 gallons of office waste per month through a robust recycling and composting program.

Rally is the leader in Agile software development solutions, dedicated to bringing the speed, quality and productivity benefits of Agile to large and distributed organizations. Agile development practices are quickly becoming a mainstream approach to software development because they focus on early delivery of features that have the highest business value. A [study conducted by QSM Associates](#) (<http://www.rallydev.com/downloads/document/103-the-agile-impact-report-proven-performance-metrics-from-the-agile-enterprise.html>) 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.

About *Outside* Magazine

Outside is America's number-one active-lifestyle magazine, with more than two million readers a month. For 30 years, we've been dedicated to covering travel, sports, adventure, health and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with many other accolades, *Outside* is the only magazine ever to receive three consecutive National Magazine Awards for General Excellence. Please visit us at www.outsideonline.com (<http://www.outsideonline.com>).

About the Best Companies Group

Best Companies Group works with national and local partners around the country to establish and manage "Best Places to Work," "Best Companies," and "Best Employers" programs on a national, statewide, and regional basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.

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. Search for outdoor-industry jobs is at OIA's career center: www.outdoorindustry.org (<http://www.outdoorindustry.org>).

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 leading source for Agile training, and Agile Commons, the largest

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