



FOR IMMEDIATE RELEASE

Allegiance Launches Flexible, Comprehensive Education and Training Services

- Blended learning approach includes self-paced or instructor-led training with Learning Management System -

SALT LAKE CITY – April 2, 2008 – [Allegiance, Inc.](#), a premier provider of Enterprise Feedback Management (EFM) solutions, today introduced a full range of [educational services](#) that combine computer-based e-learning, instructor-led training, and on-site courses, including a certification program. Using a blended learning approach, Allegiance education services address the needs of customers for anytime, anywhere training with pay-as-you-go convenience or all access passport. Course offerings cover Allegiance product knowledge as well as the principles of [engagement](#) and how to apply them.

“We believe in the strategic value of engagement and want our customers to get the maximum results from using our Engage platform to achieve their business goals,” said Greg Heaps, Allegiance COO. “These courses address both the theory and application of engagement, from beginning to advanced analytics, while making it as easy and available as possible for our customers to learn.”

The Allegiance education program offers a variety of methods to fit different learning styles, including:

1. Self-paced, computer-based learning
2. Instructor-led Webcasts
3. On-site instruction
4. Printed training manuals

All of the Allegiance Education programs are delivered within the new “Allegiance University.” Allegiance University incorporates a full Learning Management System (LMS) that allows administrators to track and audit employees’ training progress, such as who has taken specific courses and when they were completed. The online course catalog allows customers to search for specific courses and take only the courses they need. Initial participants rated the program at 100 percent in overall satisfaction, including convenience and value of content.

“I was very impressed with the two Allegiance instructor-led Web-based training sessions I've attended for EmployeePulse and ActiveSurvey. The instructors were organized and well-prepared, and allowed participant questions to guide the flow of the session,” stated Paula D. Morgan, corporate human

resources manager, California Bank & Trust. "Both instructors engaged the audience early in the session and delivered great instruction."

Allegiance will also offer the Engagement Certification program, which is a suite of proscribed courses that enables individuals to become a certified Allegiance administrator.

"Allegiance training enables companies to get trained easily, at any time, through the convenience of advanced computer-based education. With these advantages, companies of any size can now train everyone in their organization, which makes them more productive, informed and empowered," said Jeff Olsen, Allegiance director of education services.

Individual courses or annual subscriptions can be purchased on-line through an Allegiance e-commerce portal. For more information or to view an online course catalog with full course descriptions and prices, visit www.allegiance.com/training.php.

About Allegiance

Allegiance, Inc. is the premier provider of [Enterprise Feedback Management](#) (EFM), solutions that drive growth and increased profitability through improved [customer loyalty](#), [employee retention](#) and engagement. The Allegiance [Engage platform](#) is a suite of web and phone-based solutions joined with best practices consulting that allow companies to measure and manage customer and employee engagement across the enterprise. The components of The Engage platform are customizable to each company's needs and offer management tools, predictive analytics and [professional services](#) to help link employee and [customer engagement](#) to real business outcomes. Allegiance serves customers of all sizes across a variety of industries. Allegiance is a privately owned company based in South Jordan, Utah. For more information about Allegiance, visit <http://www.allegiance.com> .

#

Media Contacts

Chris Cottle
Allegiance, Inc.
801-617-8034
chris.cottle@allegiance.com

Valerie Chereskin
Chereskin Communications
760-942-3116
valerie@chereskincomm.com