



## at a glance

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| <b>About Allegiance, Inc.</b>             | Allegiance, Inc. provides Enterprise Feedback Management (EFM) solutions that help organizations drive growth and increase profitability through improved customer and employee loyalty and engagement. Allegiance employs an experienced team and an advisory panel of loyalty and engagement experts that help companies link customer and employee loyalty and engagement to profits. Allegiance serves more than 1500 customers of all sizes across a variety of industries.  |  |
| <b>Corporate Headquarters</b>             | Allegiance, Inc.<br>10713 South Jordan Gateway, Suite 120<br>South Jordan, UT 84095<br>+1.801.617.8034<br><a href="http://www.allegiance.com">www.allegiance.com</a>  |  |
| <b>Allegiance Engage Platform for EFM</b> | <p>The Allegiance Engage Platform is a suite of Web and phone-based Enterprise Feedback Management (EFM) solutions that allow organizations to collect real-time feedback from all points of customer and employee interaction. Companies use Engage to gather, analyze, and respond in real-time to customer and employee complaints, comments, and suggestions, leading to higher engagement and growth. Leading indicators and predictive technology help companies tie soft data to hard business outcomes.</p> <p>The key components of the Allegiance Engage Platform include:</p> <ul style="list-style-type: none"><li>• <b>ActiveSurvey</b>: Used to design surveys and analyze results.</li><li>• <b>Customer/EmployeePulse (20/20 Vision)</b>: A top-down analysis survey to measure attitudes and intentions of customers/employees.</li><li>• <b>Customer/EmployeeVoice</b>: Used to collect feedback from all points of contact and track and manage feedback through to resolution.</li><li>• <b>SilentWhistle</b>: A web and phone-based anonymous ethics reporting system ensuring Sarbanes-Oxley 301 compliance.</li><li>• <b>Reports/Analytics/Dashboards</b>: Includes leading indicators, predictive analytics, threshold alerts, qualitative response analysis and ROI executive dashboards.</li><li>• <b>MysteryShopper</b>: Measures an individual's experience with a product or service or with the organization in general</li></ul> |  |
| <b>Company History</b>                    | Allegiance was formed in 2005 when SilentWhistle merged with Allegiance Technologies. SilentWhistle, an ethics compliance company, was founded by Adam Edmunds in 2004. Allegiance Technologies, which provided Web-based tools to track, monitor, and manage customer and employee feedback on a real-time basis, was founded in 2000 by Dr. Gary Rhoads, a professor of marketing at Brigham Young University (BYU). The combination of these two companies has created great opportunities for market and product expansion.   |  |
| <b>Management Team</b>                    | <ul style="list-style-type: none"><li>• <b>Adam Edmunds, President and CEO</b></li><li>• <b>Greg Heaps, COO</b></li><li>• <b>J.D. Jeppson, Vice President, Sales</b></li><li>• <b>Brian Garner, VP of Finance</b></li><li>• <b>Dr. Gary Rhoads, Loyalty Expert Advisor</b></li></ul>  |  |
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