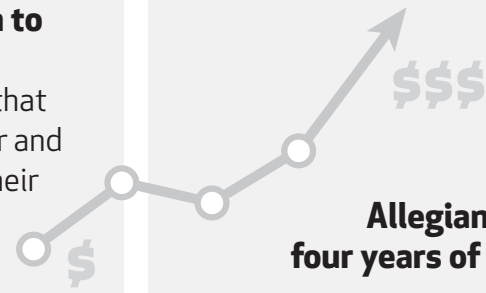


a few things About Allegiance

(we thought you
should know)



Allegiance helps companies listen to the voice of their customers and employees in real time and then use that information to improve their customer and employee retention, as well as grow their revenues



Allegiance has experienced four years of triple-digit growth.

Allegiance has received numerous awards, including: being named a 2009 CRM Service Winner in the Enterprise Feedback Management (EFM) category by CRM Magazine, a 2009 TMC CRM Excellence award winner, and being named a Utah Business Fast 50 company. (oh and did we mention #58 on the Inc. 500?)

Inc. 500

Allegiance pioneered the customer and employee "engagement" category and is the established software leader in the fast-growth voice of the customer (VOC) category.

(maybe not Lewis & Clark
but we think it's cool)

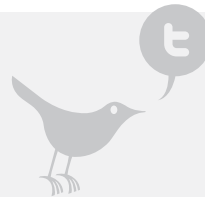


Allegiance headquarters are in South Jordan, Utah, with an additional office in Austin, Texas.



coincidentally, both metro areas have populations of 1.5 million people. (weird, huh?)

Allegiance serves companies of all sizes including AT&T, Chevron, Dell, Intel, Visa, Citi, Johnson & Johnson, Marriott, Dupont, Xerox, SAP, Siemens, USPS, FDIC, GAP, and Target.



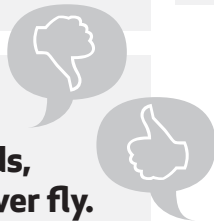
Allegiance is an active participant in Web 2.0.

Look for us via Facebook, LinkedIn, and Twitter, or peruse our company blog at blog.allegiance.com.

Allegiance has regular dart contests, push-up competitions and company parties, as well as lots of cookies, sodas and cake each week (we like our junk food to balance out our active lifestyles).

A venture capitalist once told Allegiance's CEO, Adam Edmunds, that his business idea would never fly.

But Adam was convinced otherwise. Today, that same venture capitalist is one of Allegiance's biggest investors.



 **ALLEGIANCER[®]**

People have submitted photos to Allegiance's Elite Flag photo contest from all over the globe,

including from the U.S., Spain, India, Afghanistan, Monaco, and Italy.

(well, and Bora Bora, of course)

