

FOR IMMEDIATE RELEASE

Allegiance Named Finalist for the 2010 Red Herring 100 North America Award

- Selected for financial performance, technology innovation and management strength -

SALT LAKE CITY – June 17, 2010 – [Allegiance, Inc.](#), a leading provider of Voice-of-the-Customer (VOC) solutions, announced today that it has been selected as a Finalist for Red Herring's North America 100 award, a prestigious list honoring the year's most promising private technology ventures from the North American business region.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across North America. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries. This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. Allegiance shows great promise and therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring North America award. We know that this year's crop will grow into some amazing companies that are sure to go far."

"Our mission at Allegiance is to deliver the world's best technology to help our clients capitalize on their voice of customer. By focusing on our customers and their needs, we have been able to succeed and grow rapidly," said Adam Edmunds, CEO of Allegiance. "Allegiance is proud to add this to our list of awards and honors."

The Finalists are invited to present their winning strategies at the Red Herring North America Conference in San Diego, June 22-24, 2010. The Top 100 winners will be announced at a special awards ceremony on June 24 at the event.

Allegiance Supporting Resources

1. [Allegiance press room](#)
2. [Voice of the Customer Blog \(http://blog.allegiance.com\)](http://blog.allegiance.com)
3. [Become a Fan of Allegiance on Facebook](#)
4. [Follow Allegiance on Twitter \(http://twitter.com/allegiancetweet\)](http://twitter.com/allegiancetweet)
5. [Allegiance customer success stories and white papers](#)

About Allegiance, Inc.

Allegiance, Inc. offers next generation [Voice of the Customer \(VOC\) and feedback management software](#) to help organizations grow customer and employee loyalty and engagement. The Allegiance [Engage Software platform](#) facilitates survey creation and gathers responses and unsolicited comments in real-time into a centralized online system, saving time, effort and money. Allegiance solutions measure customer and employee engagement, revealing precise actions to grow engagement and increase revenue. Allegiance [Enterprise Feedback Management \(EFM\)](#), predictive analytics, and [professional services](#) combine to help businesses capitalize on engagement. In 2009, Allegiance was ranked 58th on the list of the 500 fastest growing, privately held companies in the U.S. by Inc. Magazine. For more information about Allegiance, visit <http://www.allegiance.com> .

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