



**For Immediate Release**

## **Allegiance Continues Record Revenue and Customer Growth in 2007**

*- Triple digit growth for fourth consecutive year demonstrates demand for Allegiance solutions that help companies engage with employees and customers -*

**SALT LAKE CITY – February 20, 2008** — Allegiance, Inc., a premier provider of [Enterprise Feedback Management](#) (EFM) solutions, today announced that 2007 continued its record growth in revenue and customer acquisition, achieving a fourth straight year of triple-digit revenue growth and a customer base that now includes more than 1600 companies. This continued expansion is a direct result of the increased demand for the Allegiance [Engage platform](#), a Web-based system launched in 2007 that helps companies capitalize on the business opportunities created by engaging with customers and employees.

### **2007 Financial and Operational Highlights**

- **Revenues:** Allegiance achieved its fourth straight year of triple-digit revenue growth.
- **Funding and Acquisitions:** Allegis Capital lead a round of funding that included TPP Capital Advisors and Nippon Venture Capital (NVCC); Allegiance also made two strategic acquisitions of compliance and ethics hot-line companies.
- **Employees:** Allegiance staff grew from 10 to 70 employees, with several key hires, including JD Jeppson, VP sales; John Epeneter, VP product management, Chris Cottle, VP corporate marketing; Greg Wiggins, CTO; Terence Fugazzi, VP demand generation; and Brian Garner, VP finance.
- **Customers:** Allegiance added large enterprise customers, including Tuesday Morning, Zions Bancorporation, T-Mobile and GlaxoSmithKline. In addition, Allegiance customer retention rate remained at nearly 100 percent.
- **Products:** Allegiance launched the Engage platform for Enterprise Feedback Management, which is the first EFM solution to link employee and customer engagement to business outcomes.
- **Services:** Allegiance introduced professional services with a team of loyalty and engagement experts, a full suite of computer training modules, and best practices consulting.
- **Recognition:** Four company executives, including CEO Adam Edmunds, were named to vSpring Capital's list of Top 100 Entrepreneurs; Allegiance was chosen as a top company to watch by *American Venture Magazine*; Allegiance Engage was selected as Product of the Year by CRM publication *Customer Interaction Solutions*.

In addition to the above highlights, Allegiance also initiated its first *Pulse of America* survey, a monthly national survey of consumers that takes a pulse of America's banking customer experience in terms of engagement and its drivers, including customer emotions and intentions. Banks can use the *Pulse of America* results to benchmark their performance against other institutions of similar size, geography, or structure.

"Allegiance has experienced exponential growth during the past four years by working closely with customers, hiring the right people, and investing in the business," said Spencer Tall, Allegiance board member and managing director of Allegis Capital. "Companies are recognizing that engagement with employees and customers is one of the most powerful emerging business principals of this century. It presents a clear competitive advantage that not only help companies grow faster, but can sustain businesses in a slowing economy."

Allegiance will be hosting the Engage Summit 2008, its second annual Allegiance conference May 7 - 9, 2008, in Deer Valley, Utah. Keynote speakers include engagement and loyalty industry thought leaders such as Bob Thompson, CEO of CustomerThink Corp. Thompson is a nationally recognized expert in customer relationship management and customer experience management. More information is available at [www.allegiance.com/summit08](http://www.allegiance.com/summit08).

### **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 and predictive analytics that 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> .

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