



FOR IMMEDIATE RELEASE

## **Allegiance Engage Platform Adopted by Leading Companies in Financial, Healthcare, and Manufacturing Industries**

*- More businesses recognize the importance of employee and customer engagement -*

**SALT LAKE CITY – June 24, 2008** – [Allegiance, Inc.](#), a premier provider of Enterprise Feedback Management (EFM) solutions, today announced the growing adoption of its [Engage platform](#) by leading companies in a variety of industries. Newly acquired customers, including Emeritus Assisted Living, Life Time Fitness, and Commerce Bank, have recognized the importance of gathering and [managing feedback](#), using [predictive technology](#), and developing action plans to improve employee and customer loyalty and engagement.

“Since launching the Engage Platform in September of 2007, we have seen more companies embracing the idea of engagement and feedback management as an opportunity to connect with employees and customers and grow their business,” said Adam Edmunds, Allegiance CEO. “Our continued fast-paced growth is driven by the need for companies to go beyond price and service to engagement as a way to improve their business and compete in a slowing economy.”

Allegiance has added 145 new customers since January 2008. The growing market for the Allegiance Engage platform includes companies across many industries, such as:

- **Healthcare and Pharmaceutical:** Miami Valley Hospital, Stony Brook University Hospital, Atlanticare, Rapid City Regional Hospital, Emeritus Assisted Living
- **Banking and Financial Services:** Commerce Bank, City National Bank, Pan American Life Insurance
- **Retail and Manufacturing:** Life Time Fitness, Epson America Inc., RS Medical, Aquilex Corporation
- **Non-Profit:** The Rock and Roll Hall of Fame and Museum, Museum of Fine Arts, Boston, General Conference of Seventh-day Adventists

"We buy into the idea of engagement and loyalty as strategic opportunities at our business. Allegiance not only provides many of the tools we need to measure engagement with members and our team members, they also offer consulting and professional services to help us use the data to uncover the drivers of engagement," said Lynn Pahl, member relations director at Life Time Fitness. "We plan to grow our engagement and loyalty efforts in order to be leaders in this area across industries."

### **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> .

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