



FOR IMMEDIATE RELEASE

Allegiance Named One of Utah's Emerging Eight

- Company awarded for innovation and fast revenue growth -

SALT LAKE CITY – August 28, 2008 – [Allegiance, Inc.](#), a provider of technology and services that help companies capitalize on engagement, today announced it has been selected as one of the Emerging Eight in the *Utah Business* 2008 Fast 50 awards. Allegiance received the award at a luncheon and awards ceremony on August 27 presented by Ernst & Young and Kirton & McConkie.

The *Utah Business* Fast 50 program recognizes companies for their entrepreneurial spirit, innovative business tactics and fast revenue growth. The Emerging Eight are companies less than five years old who demonstrate high growth potential. All of the selected companies will be featured in *Utah Business* magazine's September issue.

"We have a dedicated and creative team at Allegiance who have worked hard to exceed customer expectations and grow the company," said Adam Edmund, CEO of Allegiance. "We are honored to be recognized with this award. Our technology and services are resonating with all types of organizations who realize that engaging customers and employees is the new way to win business."

About Allegiance

Allegiance, Inc. offers advanced technology and services to help companies capitalize on the business opportunity of engagement. The Allegiance [Engage platform](#) is a suite of web and phone-based solutions joined with education and 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>.

About *Utah Business*

Utah Business magazine is Utah's only monthly statewide business publication. Utah Business Publishers LLC produces the monthly *Utah Business*, the Magazine for Decision Makers; annually the state's only annual *Book of Lists*, comprehensive information and rankings about the state's industries, from accounting firms to web designers; the annual *Business Utah*, the official publication of Utah's Governor's Office of Economic Development; and the quarterly *Wasatch Digital iQ*, Utah's Technology Magazine; UB Daily e-mail news briefing, and weekly industry-specific newsletters.

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