



FOR IMMEDIATE RELEASE

Allegiance Names Jason Strickland VP Corporate Development

- New position to focus on developing strategic partnerships for growing market opportunities -

SALT LAKE CITY – August 6, 2008 – [Allegiance, Inc.](#), a provider of technology and services that help companies capitalize on engagement, today announced that Jason Strickland has been named vice president of corporate development. In this new position, Strickland will be responsible for developing strategic [partnerships](#) with systems integrators, value-added resellers, market researchers, consultants, original equipment manufacturers and others that provide mutually beneficial advantages. Strickland was named to this new position after demonstrating leadership and experience in sales and partner development, and because of his previous experience leading large organizations to success.

“At Allegiance, our goal is to help organizations achieve the highest level of engagement with employees and customers,” said Strickland. “Engagement can include technologies such as Enterprise Feedback Management (EFM), Customer Experience Management (CEM), Customer Relationship Management (CRM) and Social Networking. We are looking for partners that understand engagement and demonstrate a clear, definable mutual advantage that will benefit our customers.”

Allegiance is the provider of the [Engage](#) platform, a powerful technology delivered as a hosted, Software-as-a-Service (SaaS) that combines feedback management, both solicited and unsolicited, with attitudinal data to measure and increase engagement, the emotional connection to a company or brand. Allegiance Engage is the only system that correlates customer and employee loyalty and engagement to help predict future outcomes and increase business growth.

“Companies are recognizing that engagement is the new way to compete, especially in a slowing economy. We see tremendous growth and want to take advantage of this opportunity with partnerships that will offer clear advantages to our customers,” said Adam Edmunds, Allegiance CEO. “Jason has the skills and the experience to lead this initiative and develop strong relationships that will benefit the marketplace.”

Prior to Allegiance, Strickland was a founding member and VP of national sales for U.S. Digital Television, an over-the-air HDTV alternative to cable and satellite television. His background also includes experience driving sales initiatives at CRM industry leader Siebel Systems, acquired by Oracle. Previously, he managed strategic relations for start-up CallWare Technologies including international business opportunities in Asia. Strickland has an international business degree and Korean language minor from Brigham Young University.

Companies interested in Allegiance partnership opportunities can submit information at <http://www.allegiance.com/partners.php>

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> .

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