



FOR IMMEDIATE RELEASE

David Boyce, VP Retail Strategy at Oracle, Joins Allegiance Board of Directors

- Lends expertise in enterprise software strategy and company building -

SALT LAKE CITY – March 3, 2009 – [Allegiance, Inc.](#), a leading provider of voice-of-the-customer solutions that help companies capitalize on engagement, today announced that David Boyce, vice president strategy for [Oracle's retail business unit](#), has joined its board of directors. A respected entrepreneur and executive, Boyce lends Allegiance expertise in enterprise software strategy, company building and software development for the retail sector.

As an early executive at ProfitLogic, Boyce helped define and execute strategies for fundraising, partnership development, brand development, and sales and marketing that built ProfitLogic into the world's premier software company for retail optimizations. In 2005, ProfitLogic was sold to Oracle, where Boyce is now the lead strategy executive for Oracle's retail business unit.

As a member of Oracle's retail executive team, Boyce has been instrumental in creating and executing the strategy that has established Oracle as the number one provider of application software to retailers globally. Organic product leadership and M&A both factor into Boyce's product strategy at Oracle, where the team has made aggressive moves to acquire and integrate four companies thus far into Oracle's portfolio of retail applications.

"David's business acumen will help propel Allegiance as we accelerate our growth, especially in the retail market," said Adam Edmunds, CEO of Allegiance. "He has an exceptional background in enterprise software strategy and company building. We look forward to his active involvement and counsel in the future success of Allegiance."

"Every company in the world needs to listen to its customers and employees. This is especially true for retailers, but also financial institutions, automakers, and any company who values its customer relationships," said Boyce. "Allegiance's tremendous success ties directly to their solutions' ability to address some of the problems faced by industry today. I am eager to work with Allegiance to build on this success."

Boyce began his career in strategy consulting with Monitor Group, advising Global 2000 companies and the governments of Cambodia and South Africa on new markets, new technologies, new product introductions, and strategic M&A. He currently serves on several non-profit and for-profit boards, including the Retail Strategy Council, BYU Vocal Point's alumni board, and Family180. He holds a BA with highest honors in German literature and philosophy from Brigham Young University and an MBA from Harvard Business School.

About Allegiance

Allegiance, Inc. offers [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. For more information about Allegiance, visit <http://www.allegiance.com> .

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Note to editors: Photo available upon request.

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