



FOR IMMEDIATE RELEASE

Allegiance Engage Platform Selected by Emeritus Senior Living

- Includes Web-based and phone-based services to measure and manage engagement -

SALT LAKE CITY – September 3, 2008 – [Allegiance, Inc.](#), a provider of technology and services that help companies capitalize on engagement, today announced that [Emeritus Senior Living](#), a national provider of assisted living and dementia care services, has selected the Allegiance [Engage platform](#) to manage and measure engagement with employees, residents and their families. Allegiance Engage provides Emeritus with a single repository to collect and respond to all resident and employee feedback received through the Web, email, surveys, mail or by phone.

Emeritus is one of the largest and most experienced operators of freestanding assisted living communities in the United States. Emeritus currently operates 289 communities in 36 states representing capacity for approximately 29,600 residents. A long-time user of the Allegiance [SilentWhistle](#) ethics reporting system, Emeritus will initially deploy Engage in the West region, representing 39 communities. In addition to using Web-based surveys and forms to collect resident, employee and family member feedback, Allegiance will provide skilled telephone interviewers to perform surveys and measure engagement.

“We evaluated several industry leading customer and employee satisfaction vendors. Based on our need to collect real-time data to enable quick decisions, and our desire to achieve the most benefit from our engagement initiative, we selected Allegiance,” said Jayne Sallerson, vice president of marketing and communications for Emeritus Senior Living. “Allegiance’s comprehensive approach best supports our desire to build a closer relationship with residents and their families.”

The Allegiance Engage platform 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. Emeritus will use the [TotalEngage](#) suite of solutions, including

EmployeeVoice, CustomerVoice, EmployeePulse, CustomerPulse and ActiveSurvey, to gather and respond to resident feedback and perform Web-based and phone-based surveys.

“Emeritus is leading the industry in fostering engagement to improve the services for their senior residents,” said Adam Edmunds, CEO of Allegiance. “Allegiance provides Emeritus with the flexibility to collect and measure engagement using all communication channels. This gives them the ability to reach more residents and continually track their level of engagement. We also provide them with comprehensive analytic tools, reporting and consulting services to drive positive results from their data.”

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 Emeritus

Emeritus Corporation is a national provider of assisted living and Alzheimer’s and related dementia care services to seniors. Emeritus is one of the largest and most experienced operators of freestanding assisted living communities located throughout the United States. These communities provide a residential housing alternative for senior citizens who need help with the activities of daily living with an emphasis on assistance with personal care services to provide residents with an opportunity for support in the aging process. Emeritus operated, or had an interest in, 289 communities representing capacity for 24,809 units and approximately 29,600 residents in 36 states at June 30, 2008. Its common stock is traded on the American Stock Exchange under the symbol ESC, and its home page can be found on the Internet at www.emeritus.com.

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