



FOR IMMEDIATE RELEASE

Adam Edmunds of Allegiance Named 2009 vSpring Capital 100 Venture Entrepreneur

SALT LAKE CITY – March, 2009 – [Allegiance, Inc.](#), a leading provider of voice-of-the-customer solutions that help companies capitalize on engagement, today announced that CEO Adam Edmunds has been voted as one of the vSpring Capital 100 Venture Entrepreneurs for 2009. Members of the v100 are chosen through a community-nominated and peer-selected process. Receiving this designation means that Edmunds was recognized as one of the 100 most likely people to lead a successful venture in Utah within the next few years.

The vSpring Capital Top 100 Venture Entrepreneurs, or v100, was created in 2004 by vSpring Capital to recognize the region's outstanding entrepreneurs and to support and promote collaborative partnering and mentoring among top entrepreneurs in the region. Each year, vSpring asks members of the Utah business community to nominate individuals who are most likely to lead a successful startup technology venture in the next five to seven years in a c-level executive role. Those nominees who garner the most votes from their peers in a nominee-only second step of the annual voting process are then elected into the v|100.

"It is always an honor to be recognized by the local business community," said Edmunds. "Being an entrepreneur has been a very exciting and satisfying experience. I credit the hard-working team at Allegiance for our company growth and success."

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>.

About vSpring Capital

vSpring Capital (www.vspring.com) is an early-stage venture capital firm. With offices in Utah and New Mexico, vSpring invests in information technology and life science companies that have the potential to transform their markets and create lasting value.

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