



FOR IMMEDIATE RELEASE

PERISCOPEIQ ACQUIRES OPINIONMETER INTERNATIONAL

PHILADELPHIA, PA – September 17, 2014 – PeriscopelQ, Inc. is pleased to announce its acquisition of California-based Opinionmeter International, Ltd., a leading provider of real-time mobile and SaaS customer feedback solutions.

The acquisition of Opinionmeter significantly broadens PeriscopelQ's service portfolio by adding advanced mobile and real-time SaaS solutions for market research and customer feedback applications to its already robust managed-solutions offerings in the area of customer and employee engagement management. This acquisition also expands the sales coverage footprint for PeriscopelQ, which now has offices in California, Colorado, Pennsylvania, and Virginia. The combined company has a large and growing customer base in the US and overseas.

"Opinionmeter International is at the forefront of innovation within the mobile market research and customer feedback space and has done an impressive job of building a SaaS-based multi-modal survey platform to capture customer feedback at the point of experience," said Pawan Singh, CEO of PeriscopelQ. "Both PeriscopelQ and Opinionmeter International share an emphasis on gathering real-time customer and employee feedback, providing actionable insights, and facilitating one-on-one interaction with customers through a broader portfolio of SaaS and managed solutions."

"By merging with PeriscopelQ, one of the most advanced customer and employee engagement solution providers, Opinionmeter is now able to leverage its "do it yourself" (DIY) offerings as well as provide enterprise managed solutions and professional services," said Morgan Strickland, CEO of Opinionmeter. "It's truly a pleasure to join such a seasoned management team."

About Opinionmeter International

Opinionmeter International is a leading provider of DIY customer feedback software tools, with an emphasis on mobile research including offline survey apps. Offering real-time customer survey solutions, Opinionmeter enables its clients to capture spontaneous, 'voice of the customer' feedback at the Point-of-Experience (the moment the customer experiences the product or service). Being a mixed-mode, cross-platform provider, Opinionmeter can deploy its survey solutions onto a wide range of devices (including devices running Android, Apple iOS and

Windows operating systems). In addition to being experts in mobile survey apps, Opinionmeter's survey solutions also support mobile-web, online, offline and paper surveys. For more information, visit www.opinionmeter.com

About PeriscopelQ

PeriscopelQ, Inc. is an industry leading Customer and Employee Engagement Solutions company serving multi-unit enterprises in the US and around the world. The company provides fully-managed turnkey solutions that deliver trusted insights and significantly improved business outcomes using scientific methodology. Utilizing an advanced omni-listening strategy, PeriscopelQ gathers feedback at every customer touch point to form an integrated 360-degree view of the customer landscape. PeriscopelQ then applies the advanced analytics and reporting features of its proprietary platform to generate actionable business insights that drive revenue and profit growth. PeriscopelQ has an impressive list of customers, including Kohl's, Fossil, and TransUnion, among others. Founded in 1999, PeriscopelQ is a rapidly growing privately-held company. For more information, visit www.PeriscopelQ.com.

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