

Deloitte's 2009 Technology Fast 500 Lists Empathica as One of North America's Fastest Growing Companies

Empathica attributes its 273 percent revenue growth to innovations in Customer Experience Management programs.

Toronto, Ontario, Canada -- October 23, 2009 -- Empathica a leading provider of Customer Experience Management (CEM) solutions to some of the world's most respected brands, today announced that it has been named to Deloitte's 2009 Technology Fast 500 list — a ranking of 500 of the fastest-growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal year revenue growth during the five-year period from 2004 to 2008. Empathica grew 273 percent during this period.

Empathica's CEO, Mike Amos, credits the significant revenue growth over the past five years to the company's innovations to connect, analyze, report and execute on customer feedback for the world's leading brands.

"Being named one of the fastest-growing companies in North America is a reflection of the work we've done to provide well-known brands with comprehensive, cost-effective ways to determine customer satisfaction levels and identify areas for improvement," said Amos. "We provide unique tools for our clients to ensure the highest levels of service to drive sales and increase profitability.

In the past year alone, Empathica has launched several new products aimed to increase a brand's customer loyalty and customer satisfaction. GoRecommend and Keyword Analysis Engine are two such tools that equip brands with the ability to easily deliver impactful brand messages and develop closer relationships with customers. Companies across the globe are already seeing significant results generated from these and other Empathica CEM programs.

"With its impressive five-year growth, Empathica has earned its position among the fastest-growing technology, media, telecommunications, life sciences and clean technology companies in North America," said John Ruffolo, National Leader, Technology, Media & Telecommunications Industry Group, Deloitte. "Deloitte is proud to honor Empathica for its achievement."

Technology Fast 500 Selection and Qualifying Criteria

Deloitte's Technology Fast 500 recognizes innovative companies that have broken down barriers to success and defied the odds with their remarkable five-year revenue growth. The award program is compiled from nominations submitted directly to the Technology Fast 500 Web site and public company database research conducted by Deloitte. Deloitte's 2009 Technology Fast 500 award winners are selected based on percentage fiscal year revenue growth during the five-year period from 2004 to 2008.

In order to be eligible for Technology Fast 500 recognition, companies must own proprietary intellectual property or proprietary technology that contributes to a significant portion of the company's operating revenues. Using other companies' technology or intellectual property in a unique way does not qualify. Consulting companies, professional service firms, etc. are not eligible unless they have proprietary technology that contributes to a significant portion of their operating revenues. Technology Fast 500 award eligibility requirements include a

base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. Additionally, these revenues must have more than doubled between 2004 and 2008. Also, companies must be in business for a minimum of five years, and be headquartered within North America.

About Empathica:

Empathica provides Customer Experience Management programs to more than 200 of the world's leading brands, ranging from multi-unit retailers, to banks and restaurants. Its rich analysis of survey data using state-of-the-art surveying and dashboard reporting software allows for performance-improvement solutions, evidence-based marketing insights, and customer experience management consulting. Annually, Empathica's 30 million customer surveys in 17 languages reach more than 70,000 locations. A privately-held organization, Empathica is headquartered in Mississauga, Ontario, Canada and also has offices in Birmingham, England and Alpharetta, GA, in the United States. For more information about deriving actionable insights that enhance a brand's operational excellence, visit Empathica at www.empathica.com.

About Deloitte

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in 140 countries, Deloitte brings world-class capabilities and deep local expertise to help clients succeed wherever they operate. Deloitte's 165,000 professionals are committed to becoming the standard of excellence.

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