

**FOR IMMEDIATE RELEASE:**

**Alliance Tech Acquires Leading Face-to-Face Social Networking Technology**  
Addition of nTAG technology and assets create industry's most advanced  
event measurement solution

AUSTIN, Texas – March 23, 2009 – Alliance Tech <http://www.alliancetechnology.com/>, the leader in RFID enabled event measurement, announced today the company has acquired the technology and assets of nTAG, a pioneer in face-to-face social networking technology and the creator of the world's first interactive name badge.

The acquisition of nTag's technology further strengthens Alliance Tech's position as the leader in event marketing intelligence, and will add significant value to the company's overall portfolio of offerings.

"We are excited to offer our clients more value by incorporating the nTAG solution," states Art Borrego, CEO of Alliance Tech. "nTAG's on-site social networking system, combined with Alliance Tech's intelligent event solutions—lead management, surveys, RFID attendee reporting and marketing business intelligence—provides event planners with the industry's most comprehensive suite of technology to measure events in real time, ensure meeting objectives are achieved and increase return on investment."

A cornerstone feature of nTAG's solution is real-time monitoring that provides event directors with dashboard views on session, exhibitor, and event evaluation, interaction levels among attendees, as well as networking connections shared between attendees. Evaluating these activities allows planners to make necessary adjustments onsite and for future events. Additionally, conference managers are able to effectively engage and communicate with attendees, as well as have the ability to view information on what attendees are doing during the conference.

Event attendees who use the wearable technology benefit from targeted networking opportunities via networking contests, real-time audience feedback and increased satisfaction from better connections. The nTAG technology has been used at events for IBM, Procter and Gamble, Alcatel-Lucent, WellPoint, MasterCard, General Electric, Freescale Semiconductor, Bristol-Myers Squibb, Pfizer, and many others.

Mike Taylor, a former Vice President of Sales at nTAG, now working at Alliance Tech states, "nTAG's solutions are complementary to Alliance Tech's current offerings which focus on marketing intelligence for events. nTAG clients will be able to seamlessly transition to Alliance Tech for implementation at their future conferences."

Alliance Tech will assume nTAG's assets, and will retain key staff to ensure a smooth transition and consistent implementation of each solution. nTAG is now on solid financial ground, as Alliance Tech is rated 1A1 which is the best credit rating of Dunn & Bradstreet's business appraisal system.

For more news about Alliance Tech visit: <http://www.alliancetechnology.com/>

**About Alliance Tech**

Alliance Tech enables companies to increase their return on investment (ROI) of tradeshows, conferences and events through an industry leading marketing intelligence platform. Alliance Tech is the leader in intelligent events that utilize radio frequency identification (RFID) to track attendee interests and preferences. Alliance Tech solutions include RFID attendee reporting, lead management, surveys and social networking. Alliance Tech is a two time winner of Corporate Event Marketing Association's (CEMA) technology shootout award, and the 2008 Top Technology Supplier by Meeting Tech Online. To learn more, visit <http://www.alliancetechnology.com/>.

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