



OPINIONMETER

Opinionmeter Expands Its Worldwide Licensee Network

SAN LEANDRO, CA—(Marketwire – Nov 14, 2011) – Opinionmeter International, developer of award winning customer experience management and mobile research survey software, announced today the expansion of its worldwide network of exclusive licensees with the addition of Leading Minds™, a business consulting firm located in Lebanon.

Lebanese Market Research Sector

Beginning November 1, 2011 — Leading Minds™ will be introducing Opinionmeter's customer experience management tools to the Lebanese market research sector.

Real-time Survey Customer Experience Management Tools

Opinionmeter's mobile research software enables companies to improve business performance by capturing real-time, on-demand customer satisfaction survey data at the customer's Point-of-Experience. All Opinionmeter products are web-enabled and remotely managed in real-time through the web-based SurveyManager application.

Opinionmeter's feedback survey solutions range from iPad to handheld to kiosk to online web-surveys; even paper survey options are available. "Our solutions cover all the touchpoints of your organization's feedback channels including those using smart mobile phones," says Morgan Strickland, CEO of Opinionmeter International.

Over the past 16 years, Opinionmeter's primary focus has been to develop customer experience management tools that allow companies to author a survey once and distribute it anywhere — to a myriad of destinations. This unique device-independent approach provides the flexibility to distribute surveys to wherever the consumer transaction is taking place, capturing spontaneous consumer insights — this is what Opinionmeter refers to as the customer's Point-of-Experience.

Opinionmeter's feedback management platform is helping organizations of all sizes gather real-time point-of-service customer satisfaction feedback. Opinionmeter's solutions are widely used in a variety of industries, including healthcare, retail, food service, financial services, the public sector and higher education. Opinionmeter has licensees and equipment in use in countries throughout the world.

About Leading Minds™ Established in 2004, Leading Minds™ is specialized in consulting and training services. In partnership with several international organizations and consultants around the globe, Leading Minds™ brings to the Lebanese market an exceptional level of expertise to its clientele across industries. For more information about the Leading Minds™ please visit the www.theleadingminds.com.

About Opinionmeter

Opinionmeter International is a leading provider of technology-based customer satisfaction market research tools, with an emphasis on in-store customer satisfaction surveys. With a range of interactive mobile research devices, Opinionmeter enables its clients to capture real-time 'voice of the customer' feedback at the point-of-experience (the moment the customer experiences the product or service). Device independent, Opinionmeter can deploy its survey app onto a wide range of devices (including smart phones, PDAs, Tablets and Kiosks) providing maximum flexibility and device independence.

More information, including an online web-demo and Guided Product Tour, is available at www.opinionmeter.com.

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