



OPINIONMETER

Opinionmeter Introduces Advanced White-Labeling Capabilities With Its Latest TouchPoint Mobile™ Survey App — Enabling Research Organizations Maintain Consistent Branding Awareness With Their Customers Worldwide

SAN LEANDRO, CA--(Marketwire - Feb 1, 2012) - Opinionmeter International, developer of the award winning customer feedback management platform, announced today the release of their latest TouchPoint Mobile™ survey app, which introduces advanced white-labeling capabilities for market research organizations interested in maintaining consistent branding awareness.

White-Labeling now available with TouchPoint Mobile™ survey app

Research organizations now have the option of white-labeling the TouchPoint Mobile™ survey app as well as the Survey-Manager web-portal. With the introduction of these advanced white-labeling capabilities, research organizations can maintain consistent brand awareness across the survey devices in the field as well as the web-based survey management portal; providing a seamless branding experience to their customers.

"White-labeling enables our customers to completely customize and brand the survey app to maintain consistency with their corporate ID when extending our solution to their customer base," explains Morgan Strickland, CEO of Opinionmeter International. "We have provided white-labeling capabilities for the front-end survey app as well as the back-end Survey-Manager platform, for a consistent end-to-end user experience."

Opinionmeter's mobile survey software 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. They have licensees and equipment in use in countries throughout the world. They are committed to helping organizations gain valuable real-time point-of-experience feedback from their customers.

About Opinionmeter Opinionmeter

Opinionmeter International is a leading provider of technology-based customer satisfaction market research tools, with an emphasis on mobile market research solutions. With a range of survey solution technologies, 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). Built as a mixed-mode feedback platform, Opinionmeter can deploy its customer survey software onto a wide range of devices (including the iPad, iPod, iPhone, Android, PDA, tablet PC, survey kiosk devices), 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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