



Sales Channel Consultancy Joins The Allegiant Group

Cincinnati, OH—(Business Wire)

The Allegiant Group, Inc., a leading loyalty management and marketing services company, has announced that Norwalk CT based Kahmann Elements LLC— has joined Allegiant’s growing coalition of loyalty related companies.

“We are thrilled to have Jim Kahmann join The Allegiant Group. Jim is a bona fide expert in the area of sales channel management and his experience and knowledge will bring tremendous value to Allegiant and its clients” said Stephen Drees—president and founder of Allegiant.

Eleven other companies are in partnership with Allegiant including: Shift Global, Loyalty Research Center, Customer Asset Consulting Group, FiSite Research 121 Marketer, Bullseye Marketing Group, Profitable Projects, Hendricks Consulting, Top Gun Sales Performance System, Loyalty Lab and Customer Contact Insights.

In addition to providing a full suite of loyalty management services, Allegiant offers best-in-class reward currencies through private label partnerships with leading reward companies. Its reward certificates and stored value cards are accepted nationwide for purchases and experiences in categories such as retail, travel, dining, movies & entertainment, sports & leisure.

Allegiant members and partner companies have experience in numerous industries with a *Who’s Who* list of B2C and B2B clients including: Time Warner, Titleist Golf, The Limited, Panasonic, Bacardi Global Brands, American Express, E-Trade, MBNA America, Philips Electronics, The Prudential, Exxon/Mobil, Unilever, General Electric, Walmart, Bank of America, Sears, Cummins Engines, Miller Brewing, Best Buy, Ford Motor Co., Hershey Foods, US Bancorp, Goodyear, Macy’s, AT&T, McDonald’s, Aetna, Procter & Gamble, Allstate, Home Depot, Sprint and many more.

Headquartered in Cincinnati, Allegiant is a leader in integrated loyalty marketing and management. Allegiant partners with client companies to Harness the Power of Loyalty™ with customers, employees and sales channels. Utilized individually, in combination, or in a fully integrated manner—Allegiant’s full array of products and services can help solve most any loyalty challenge. To obtain free white papers, *Navigating the Changing Channels and The Six P’s Customer Loyalty* visit www.allegiant-group.com.

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