



Press Release

Six 9s and Lynk Software Form Strategic Alliance Enabling Organizations to Achieve "Customer Focused Quality"

Scottsdale, Arizona, February 20, 2004 – Six 9s Associates, Inc., a full-service, customer research firm, and Lynk Software, Inc. have formed a strategic alliance to enable organizations to drive "Customer Focused Quality."

Now organizations in diverse industries like manufacturing, healthcare, food processing, government, financial services and others can achieve the highest possible levels of customer and market satisfaction by leveraging their use of Lynk Software's Everest with Six 9s' Customer Satisfaction Assessment services to measure the organization's results.

Everest Customer Focused Quality™ is the centerpiece of Lynk Software's total quality solution. Everest is a CRM product that insures the resolution of customer concerns with an in-depth focus on tracking customer complaints and product quality.

Customer Satisfaction Assessment is a Six 9s' "Voice of the Customer" service that compliments Everest and allows organizations to fully understand their customer's point of view across the organization's markets, products, services, and customer sets.

About Lynk Software, Inc.

Lynk Software's Everest helps organizations improve customer relations in diverse industries including manufacturing, healthcare, food processing, government, financial services and other industries. Everest helps organizations meet quality standards like ISO 9001-2000, JCAHO, and the Malcolm Baldrige National Quality Award Criteria.

Visit Lynk Software's web site at www.lynksoftware.com.

About Six 9s Associates, Inc.

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

For Immediate Release



Press Release

Contact Information

Six 9s Associates, Inc.

+480.488.7936

info@six-9s.com

www.six-9s.com

###

Six 9s, the Six 9s Logo, and Six 9s Customer Research are trademarks of Six 9s Associates, Inc. Other names and trademarks used herein are the property of their respective owners.

For Immediate Release

Six 9s Associates, Inc. · 34522 N. Scottsdale Rd. · Suite # 169 · Scottsdale, AZ 85266
480.488.7936 · Fax 480.488.1475 · www.six-9s.com