

FOR IMMEDIATE RELEASE**PG 1 OF 2****AboutFace™ Launches Brand Survival Assessment Program***Empowering Businesses To Make The Right Choices*

(ATLANTA, May 29, 2009) - In today's economic climate, understanding your customers and your competition isn't optional; it's a matter of survival. Business professionals who fail to examine their practices and adapt to the market may not get a second chance. Unfortunately, objectively evaluating your business can be difficult, time consuming and expensive.

AboutFace™, the nation's premier mystery shopping and frontline performance improvement company, has developed a new, affordable evaluation program to give businesses the information they need to make the right choices in a challenging economy. Known as Brand Survival Assessment (BSA), this 30-day program helps businesses understand their own strengths and weaknesses, compare themselves to the competition, and capitalize on their competitors' shortcomings.

"It's not enough to know that you need to improve your services," says About Face™ President and CEO Paige Hall. "The question is, which improvements are going to make the biggest difference for your business? Which changes are going to give you an edge and are going to win over customers?"

"To make those decisions, you've got to understand what your customers want, you've got to know if your competition is failing to meet the customers' needs, and you've got to be ready to move in and fill the gap."

The comprehensive BSA analyzes five key business components:

1. Empowered People - Do staff members serve customers well and convey a positive impression?
2. Revenue Driving Habits - Do salespeople practice behavior that will increase sales and encourage repeat customers?
3. Operational Essentials - Are staffing decisions and operational systems creating a positive customer experience?
4. Sound Marketing - Are pricing and promotions retaining loyal customers and attracting new ones?
5. Bottom Line - What overall impression do customers have of a business?

The BSA program has been specifically designed for ease-of-use. It takes very little time to begin the process, and forms and payment can be conveniently submitted online, allowing owners and managers to focus on their business, rather than becoming embroiled in a time-consuming process.

FOR IMMEDIATE RELEASE**PG 2 OF 2**

“At AboutFace™, we’re firm believers that in order to lead from the top, you’ve got to listen at the ground level,” says Hall. “Our new BSA program gives businesses the ability to understand their employees, their customers, and their competition so that they can do more than just survive these tough economic times; they can use it as an opportunity for improvement and growth.”

To learn more about the different BSA packages available, visit www.aboutfacecorp.com, or call and speak with an AboutFace™ Intelligence Consultant at 877.770.8585 ext. 731.

About Face™

Founded in 1994, AboutFace™ is the world’s premier mystery shopping and frontline performance improvement company. It provides mystery shopping and performance improvement services to companies in both the business-to-consumer and business-to-business categories. The Atlanta-based company’s sole focus is on helping companies and teams reach their full potential. In the last two decades, no other secret shopping company has won more awards, more consistently than AboutFace™.

###

Editor’s Notes

Interview Available: AboutFace™ President and CEO, Paige Hall

Brand Survival Assessment brochure: downloadable BSA brochure is available.

Sample Report Available: A sample of a BSA evaluation report is available.

Image Available: AboutFace’s logo is available in high-resolution format.

Key Web Address:

www.aboutfacecorp.com

Media Contacts:

- Primary media contact: Leigh Trapp, AboutFace Marketing/Publicity, leigh.trapp@aboutfacecorp.com, 949.355.2262
- To schedule an interview with AboutFace CEO Paige Hall, please contact Karen Shaheen at karen.shaheen@aboutfacecorp.com, 678.989.2290 x736