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# Inte Q Acquires Teleformix LLC

## Combination Creates Unique Market Leader in Brand Loyalty Management Services

OAKBROOK TERRACE, IL, July 22, 2015—Inte Q, a leading sponsor-funded customer loyalty program and customer relationship management services provider, today announced it has acquired Teleformix LLC, a leading developer of participant-funded customized loyalty and affinity solutions. The combined entity has current annualized revenues in excess of \$60 million and over 200 employees in the U. S. and U.K. Financial terms of transaction were not disclosed.

“Together, Inte Q and Teleformix will deliver unparalleled, innovative, affordable solutions to our clients’ strategic brand loyalty management needs. This combination is a game changer for our collective and growing base of clients, employees and partners. In an industry where insight and responsiveness drive client satisfaction, the combined entity will offer a superb talent base, best-of-class technology platforms, unique product and service offerings, world class analytics and international reach,” said Jeffrey Harris, CEO, Inte Q. “We are pleased and excited to welcome Scott Dzierzynski and the Teleformix team to the Inte Q family.”

“The powerful combination of Inte Q, a sponsor-funded provider of loyalty and data driven marketing support, and Teleformix, a member-funded loyalty program operator, creates a uniquely positioned marketing service firm providing loyalty strategy and delivery to leading brands in the U.S. and U.K.,” added Steve Kietz, Inte Q president. “Inte Q, which has been in business for nearly two decades, supports retailer loyalty brand management programs that encompass nearly 100 million consumer participants. Teleformix, which

has an even longer history of providing membership loyalty programs, serves leading credit card issuers and dozens of other Fortune 500 companies and top-tier direct marketers.”

“In a marketplace where the dynamics of loyalty and the economics surrounding funding of brand loyalty programs are continually evolving, we can offer unique solutions because we have a variety of brand loyalty and affinity product/service offerings with which to work and customize—from the traditional sponsor pay model, to the self-sustaining member pay approach, to a combination thereof. Given our ability to forge efficient, effective loyalty programs without regard to payer origin, we are one of the few marketing services firms that is able to drive significant economic benefits to any client we serve,” noted Kietz. “Our capabilities to leverage real time customer and transaction information using the latest big data tools across an omnichannel solution set, delivers incredible value for our clients and their customers,” Kietz added.

Inte Q has established a merger integration team to be headed by Steve Kietz, Inte Q President, assisted by Scott Dzierzynski, Teleformix CEO & Dave Martin, Chief People Officer at Inte Q. The Company expects the integration to be fully completed by 4th quarter, 2015 at which point Inte Q intends to change its name to Inte Q Global LLC.

Inte Q was advised by the investment banking firm of River Branch Holdings LLC, which recently entered into a definitive agreement to be acquired by Piper Jaffrey Companies, and the law firm of Benesch, Friedlander, Coplan & Aronoff LLP. Teleformix was advised

by Mesirow Financial, Inc.’s Investment Banking group and the law firm of Freeborn and Peters.

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### About Inte Q

Inte Q is a leader in the loyalty and database marketing industry. The Company specializes in helping leading retailers and other industry segments gather and analyze relevant customer behavior and demographic data. Inte Q creates and executes a wide range of insight-based programs that drive greater customer engagement and profitability. Relied upon by industry-leading retail brands, Inte Q’s services and solutions include program strategy and leading edge technologies that enable seamless integration of its platform with client systems. Based in Oakbrook Terrace, Illinois, the Company has been serving the loyalty program and data analysis needs of major retailers since 1998. For additional information, please visit [www.inteqinsights.com](http://www.inteqinsights.com).

### About Teleformix LLC

Teleformix brings to the market proven solutions to suit every channel and client need. From full customization to turnkey programs, Teleformix has a deep understanding of loyalty and brand affinity programs. Collaborating with Teleformix clients, we use platforms, benefits and expertise to provide solutions for each opportunity. The Company is based in Itasca, Illinois with offices in London, England. For additional information, please visit [www.teleformix.com](http://www.teleformix.com).