

FOR IMMEDIATE RELEASE

ClearPicture Launches its Enterprise Feedback Management (EFM)

Halifax, Nova Scotia – May 24, 2007 – ClearPicture Corporation, a premiere feedback-management solutions provider dedicated to helping organizations measure and increase engagement for improved business outcomes, announces the launch of their Enterprise Feedback Management (EFM) solution. EFM enables leaders and managers to capture feedback information from whomever they want across the enterprise, on whatever topic they wish, for the purpose of identifying and better understanding the barriers and enablers to achieving their organization's goals.

“For an organization to innovate and compete, it has to be able to build on its strengths and pinpoint and address its trouble spots fast!” explains Scott Burton, President and CEO, ClearPicture Corporation.

ClearPicture's EFM solution differentiates itself in the market by its unique pairing of tailor-made technology with IT and Industrial/Organizational consulting. “Our consultants are technology-enabled. Our technology is consultant-enabled. Together they offer a very flexible and very robust solution that responds with great agility and flexibility to clients' changing needs,” says Burton.

ClearPicture's EFM self-service web portal not only gives managers the ability to collect feedback in real-time, but it also allows them to slice and dice the data in the ways that helps them gain insight into their organization's health.

ClearPicture's consulting services wrap around the technology, providing help with feedback design, and delivering incisive data analysis and interpretation. ClearPicture's consultants also create easy-to-read reports that capture key priorities, significantly reducing the time executives have to spend reading reports, and helping to expedite executive buy-in for action-plan development and implementation.

“Clients tell us that action planning and execution is where their organization is most likely to fall down,” says John Wickett, Director of Consulting, ClearPicture. “But when actions are not taken on feedback results, employees do not feel their voices are heard, much less valued.”

ClearPicture's consultants help clients develop well-targeted action plans, while ClearPicture's Action Management tool helps managers keep their actions on track.

One of the key components of EFM is its enterprise-wide approach to gathering feedback from key stakeholders, such as employees, customers and partners. In addition, EFM's

solution set not only includes the essential annual survey most companies rely on, but it also includes other feedback programs launched throughout the year, yielding a greater data spread for richer analysis and interpretation. ClearPicture adds even more value with benchmarking and trending capabilities that show managers how their company stacks up against industry norms. All of this together helps provide insight into the relationships within an organization, as well as the company's performance within the industry, that can reveal the root cause of trouble spots, and show executives where to take action to improve their business outcomes.

The Benefits of ClearPicture's EFM Solution Flexibility, flexibility, flexibility!

- state-of-the-art, self-service web portal supported by a team of IT and consulting experts
- real-time portal access for results and analysis even while a survey is live
- variety of tailored-to-the-client ways to mine the data, and to create pre-defined and ad-hoc reports
- ClearPicture's propriety organization mapping tool, called Arboretum, automates the process, making exchanges of information between the client and ClearPicture seamless, flexible and efficient
- feedback and reporting in fifty languages increases global reach for large companies, letting satellite offices know their voices are also valued

About ClearPicture

ClearPicture has provided solutions to Fortune 1000 and mid-market companies in over 200 countries and 50 languages around the world. ClearPicture's end-to-end solutions include feedback program design, communications, data-mining and advanced analysis, results interpretation, reporting, action management, and follow-up measurement, all of which help ClearPicture's clients improve business outcomes.

Contact

Liz Phillips
ClearPicture Corporation
1.888.422.1177 x.1
lphillips@clearpicture.com

###