



Press Release

Six 9s Wins 2009 Spectrum Award

Scottsdale, Arizona, May 28, 2009 – Last night Six 9s Associates, Inc. (Six 9s) was awarded the prestigious 2009 American Marketing Association (AMA) Phoenix Spectrum Award. Six 9s won the competitive Spectrum Award for its research for Pops Health (Pops) in the category of Customer Relationship Management.

The findings of the Pops Health Coaching Assessment designed and conducted by Six 9s are used by Pops' management, health coaches, marketing, and corrective action teams:

- to assess the level of membership experience and relationship satisfaction
- to identify Pops' strengths and areas of excellence
- to discover opportunities to improve the membership coaching experience and the Pops relationship
- and to provide guidance for marketing strategies and tactics.



Between the health coaching assessments in 2008 and 2009, Pops Health made significant enhancements to its health coaching delivery system based on the research findings as well as member suggestions and comments provided in the research reports provided by Six 9s.

As a result of these changes 95% of members now experience...better health than before their health coaching experience with Pops Health.

About The AMA Phoenix Spectrum Awards

In its seventh year, the AMA Phoenix Spectrum Awards recognize exemplary marketers in the fields of marketing research, direct marketing, advertising, online marketing, multi-cultural marketing and public relations, giving these professionals an opportunity to gain peer recognition, publicity and reward for their outstanding work.

About Six 9s Associates, Inc.

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and



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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.

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