

## **ICF Next Named A Leader Among Loyalty Technology Platform Providers Agency Achieves Highest Possible Designation for Its Tally® Loyalty Platform**

FAIRFAX, Va., April 9, 2019 /PRNewswire/ -- ICF Next, the integrated marketing and communications services group of ICF (NASDAQ:ICFI), announced today that its proprietary loyalty technology platform, Tally®, [was named a "Leader"](#) in loyalty technology platforms by leading global research and advisory firm Forrester Research. The "Leader" designation is the highest a company can attain in The Forrester Wave™: Loyalty Technology Platforms, Q2 2019.

"Clients are satisfied with the platform, its integration capabilities and its strong security environment but cite the commitment of ICF Next's people and resources as critical to their success," the report stated. "One reference explained this commitment means that 'we can think of our customers instead of worrying about the platform.'"

The platform and agency were evaluated across 28 criteria, and received the highest possible rating in 10 criteria: member profiles, tiers, fraud, testing and optimization, privacy and security, user experience, other professional services, vision, planned enhancements and revenue growth.

ICF Next continues to make major investments in Tally, improving features and underlying technologies to enhance integration, automation, security, simplicity of use and overall user experience.

"We believe this Forrester designation recognizes the strength of our commitment to providing a smart, intuitive loyalty platform designed to connect brands and customers through personalized experiences, at scale," said John Armstrong, president of ICF Next. "But we're also pleased by the recognition given to the Tally team as they are an important differentiator and drivers of our clients' success."

ICF Next brings together ICF's global award-winning marketing, communications and associated technology expertise, offering clients a full set of capabilities in strategy and transformation, insight and analytics, creative engagement, technology and channels and loyalty and customer marketing. Read more about [ICF Next](#).

### **About ICF**

ICF is a global consulting services company with over 5,500 specialized experts, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future. Learn more at [icf.com](#).

### **Caution Concerning Forward-looking Statements**

*Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; and our ability to acquire and successfully integrate businesses. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.*

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