



ICF Sees Strong Momentum in Loyalty Marketing and CRM Services

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Company Will Support Leading Global Brands in Driving Engagement, Retention and Growth

FAIRFAX, Va., Aug. 14, 2018 /PRNewswire/ -- ICF (NASDAQ: ICFI), a global consulting and digital services provider, announced today that ICF Olson's market-leading loyalty and customer relationship management (CRM) division, Olson 1to1, was awarded multiple new and incremental retainer funding during the first half of 2018 to provide loyalty marketing and CRM services. The agreements were awarded in the first and second quarters.

The new and expanded work is driven by clients across diverse industries that include several of the world's largest hospitality companies, a major U.S. rail transport system, a leading global financial services company, a nationwide performing arts loyalty program, a large national nonprofit, a global telecommunications and internet provider, a multi-national media publication, a consumer-packaged goods manufacturer and a regional airline.

Olson 1to1 will provide a range of services including technical and operations support leveraging its proprietary loyalty and CRM platform [Tally](#), creative development, strategy, campaign operations, email services and analytics to support the clients' customer loyalty and rewards programs.

"Olson 1to1 has played a key role in helping our clients deliver rich and meaningful member experiences that drive engagement, retention and growth," said Guy Cierzan, executive vice president and managing director for Olson 1to1. "Our continued selection for these large, global assignments validates our efforts to evolve and enhance our platform and services to better serve our clients. We're thrilled to work with the roster of clients we do and look forward to helping them develop deeper, more impactful relationships with their customers."

One of the world's top 50 marketing and communications agencies, ICF Olson offers uniquely broad and deep expertise across the entire spectrum of marketing services including advertising, digital engagement, public relations, loyalty, CRM and brand management. Olson 1to1 is a named [leader in loyalty by Forrester Research](#) and counts numerous leading consumer brands as clients.

Read more about [ICF Olson](#) and [Olson 1to1](#), and download the agency's [Humanizing Loyalty report](#) which explores how brands can drive loyalty at scale.

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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