



# SQM Introduces the 'Evaluate It' Discount Program for Travelers

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*Sensors Quality Management (SQM) has created a new Mystery Shopping travel program where travelers receive discounted rates, such as up to 75% off their hotel and travel expenses by completing an evaluation based on their experience.*

PR9.NET June 04, 2008 - Toronto, ON - Sensors Quality Management Inc. (SQM) announced today the launch of a new travel program called Evaluate It by SQM. This international program uses travelers to perform evaluations for businesses in the tourism industry. By becoming a part of the inspection process, the program allows travelers to receive significantly discounted rates for frequently used services, such as hotels, airfare, and train tickets.

Mystery Shopping has become a way for consumers to voice their opinions for services that they use in their everyday lives. Evaluate It offers the opportunity for travelers to now become Mystery Shoppers and receive significantly lower priced products and services, such as up to 75% off hotels and travel by completing an evaluation based on their experience. The evaluations are based on the businesses' standards and focus on areas such as quality, service, and cleanliness observed on the day of the assignment.

With slowing economic trends causing consumers to be more cautious about their spending, a unique program such as Evaluate It allows people to continue to enjoy activities such as traveling, while keeping within their budget.

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## About Sensors Quality Management Inc.

Toronto based supplier of Quality / Service Assurance and Market Research, services. Although the main focus of the business is Mystery Shopping Programs, SQM offers its world-wide clientele a variety of other services, including: field merchandising, online comment cards, internal audit software, and integrated customer feedback programs.

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