



FOR IMMEDIATE RELEASE

TrueFit Names New Director of Sales and Marketing

Christopher R. Evans tapped to lead the firm's business development and go-to-market strategies

PITTSBURGH, Aug. 20, 2010—TrueFit, a leading commercial software and mobile application development provider, today announced the appointment of Christopher R. Evans to the position of Director of Sales and Marketing.

Evans brings a fifteen year record of accomplishment in sales, strategic marketing, branding and corporate communications in the information technology sector to TrueFit, where he will lead the firm's go-to-market, brand direction and business development efforts.

Evans joins TrueFit from Mind Over Media, and served previously as Director of Global Marketing for Mastech (AMEX:MHH), a global leader in IT consulting services. At Mastech, Evans led numerous service-line brand launches, marketing and sales strategies, including a successful spin-off from former parent iGATE Corporation in 2008, and award-winning launch of subsidiary RPOworldwide in 2006. Prior to joining Mastech, Evans was a founding member of Blue Hammock, a technology start-up that grew into a leader in the CRM consulting space.

"Christopher's leadership, energy and experience map perfectly with our goals and objectives of gaining market share in the burgeoning space of iPhone apps and other commercial app development," remarked TrueFit CEO Darrin Grove, "Christopher's business development acumen and strategic marketing skills are impressive. His leadership style will considerably benefit our sales and marketing teams, and he's a great cultural fit for our organization. We are excited to have him on our team." Commenting on the opportunity, Evans noted, "TrueFit is exceptionally-well poised for success with a combination of relevant products, cohesive, senior-level development and front-office teams, stable history and Darrin's leadership. We have a unique opportunity for growth as we continue to hone our niche focus in mobile, web and social apps development. We are early adopters in the space and have a great track record in developing commercial mobile apps for our clients in addition to our own proprietary products. All of which lends well to our goal for a straightforward brand in a hot space."

Evans holds a Bachelor of Arts Degree in Political Science from Duquesne University. He is a published writer and regular speaker at industry events, and serves on the Board of Directors of American Marketing Association's Pittsburgh Chapter, as Vice President of Membership, as well as on The Art Institute of Pittsburgh's Advertising Program Advisory Committee.

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About TrueFit

Enabling Innovation®. It's what we do. Mobile, Web and Social apps and commercial software products come to life through our proprietary, collaborative Idea Launch™ methodology, geared specifically for entrepreneurial start-ups and backed by the deepest development talent in emerging technologies. In addition to creating commercial applications for our clients, TrueFit offers proprietary products which offer more effective customer and prospect interaction. TrueFit slices time, reduces effort and lowers costs typically associated with product and service launches, and our business benefit-driven technology solutions empower individuals and organizations to be more flexible, agile and responsive. TrueFit clients include leaders in manufacturing, distribution, health care, financial services, and professional services. Founded in 1997, TrueFit is headquartered in Pittsburgh, PA. For more information, visit: www.truefitsolutions.com.

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For more information or a sample copy, contact:

Contact: Margie Mackrell
mmackrell@truefitsolutions.com
Phone: 724-772-5959
www.truefitsolutions.com