



FOR IMMEDIATE RELEASE

TrueFit Expands Staff in Response to Growth

Bolsters team by filling key positions across numerous practice units

PITTSBURGH, February 1, 2011—TrueFit, a leading innovation firm which helps entrepreneurs and companies bring new product ideas to market, today announced a number of key hires across the organizations various practice units.

Luis Gibb was named Senior User Interface and Interactive Lead, playing an instrumental role in delivering TrueFit's Idea Launch™ process, as well as all strategic design and user interface/experience for TrueFit's Smartphone, web, social media, and commercial software development products and projects. Luis brings forward proven design savvy and extensive experience to his role at TrueFit, including over two decades of work as an art director, creative director, director of internet services, and webmaster for many organizations including a global multinational, as well as his own successful start-up design firm. Luis is a Carnegie Mellon graduate and University of Miami.

David Mueller was named Practice Lead, where in this capacity, he will be responsible for leading TrueFit's efforts within the Infor custom marketplace, developing business and delivering value to clients with TrueFit's suite of products. Prior to joining TrueFit, Dave led product management at Infor, including the company's portfolio of ERP and PLM solutions VISUAL, SyteLine and LN/Baan. Dave also oversaw key mobile opportunities and strategies across the Infor product suite. Dave's a graduate of Marshall University, and has worked previously with Raytheon Automated Systems, where he led a multi-million dollar custom MES solution, Telesis Computer Corporation, Pittsburgh Forgings, Martin Marietta Aerospace and Union Carbide.

Adam Trepanier was named Senior Software Engineer, bringing forward a wide range of software development experience in areas including logistics, banking and retail, with organizations including Bank of New York Mellon, American Eagle Outfitters, and Genco. Adam has extensive experience with Agile and Behavioral-Driven Development, in addition to valuable work with Ruby on Rails. Adam holds a B.S. in Computer Science with a minor in Business Administration at the University of Wisconsin, Green Bay.

Steven Eichner joined TrueFit as a member of TrueFit's Platform Services group, bringing forward over eight years of experience administrating enterprise level computer networks and applications in the banking and medical industries, in addition to experience owning and operating a number of successful start-up small businesses. Steven is a graduate of Penn State University.

Commenting on the hires, TrueFit CEO Darrin Grove remarked, "It's a great time at TrueFit. We've identified and hired a number of new, key team members, enabling us to add even more value to our clients across all of our major service areas. Luis, David, Adam and Steven add significant and immediate value as we continue to add new clients and deliver on increasing Idea Launch™ efforts."

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TrueFit's Director of Sales and Marketing, Christopher R. Evans, commented, "We talk often here about game-changers, and with this group, you have clear examples of game-changing skills and experience, as well as solid demeanor and character. Luis' exceptional UI/UE and strategic design experience enables us to appeal to a higher level of commercial opportunity, especially with the Value Discovery Workshop™ and Investor Pitch components of our methodology. David's knowledge and deftness within the Infor space will add tremendous value to that area of focus. With Adam and Steven, we greatly compliment our delivery arm, ensuring we continuously meet our client promises."

Over the past year, TrueFit has experienced solid growth, attributed largely to major national client wins in iPhone, iPad, Droid and Blackberry application development, in addition to new commercial product development project awards in the areas of web, social media and commercial software development.

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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