



FOR IMMEDIATE RELEASE

TrueFit nominates Snap Retail for the American Marketing Association Pittsburgh Chapters' Marketer of the Year, in the Technology Award Category

PITTSBURGH, November 29, 2010 — TrueFit client Snap Retail has been nominated by TrueFit for the American Marketing Association Pittsburgh Chapters' Marketer of the Year, in the Technology Award Category. Each year, stand-out companies are nominated for Pittsburgh's premiere results-based marketing competition on a variety of brand and results-based criteria. Snap's 2010 success with helping small retailers compete with the country's biggest led to TrueFit's nomination.

The awards are sponsored by the Pittsburgh Chapter of the American Marketing Association, and winners will be announced on Thursday, December 9, 2010 at the 4th Annual Marketer of the Year Ceremony at LeMont, in Pittsburgh. TrueFit wishes good luck to Snap!

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

