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TrueFit Launches Customer ESP iPhone App to Optimize Customer Interactions

Unique app provides real-time, integrated CRM/ERP functionality

PITTSBURGH, November 12, 2010 — TrueFit, a leading commercial software and mobile application development provider, today announced the release of the Apple iTunes® Application Customer ESP® for the Apple iPhone® and iPad®.

The Customer ESP app enables users to have real-time access to their corporate Enterprise Resource Planning (ERP) data on mobile handhelds, and helps prioritize and sort important information, tasks and alerts for customer discussions. Easily adapted to all major ERP systems on the market today, Customer ESP software is quickly loaded onto a customer's server, and grants fingertip access to key customer data. TrueFit's support team helps users customize alerts and tasks that best fit their unique business needs. Highly-integrated with standard iPhone features, Customer ESP also enables users to directly place calls through the app, and receive directions directly from Google™ Maps among other features. The app is available for download on the Apple iTunes store.

Commenting on the launch, TrueFit CEO Darrin Grove remarked, "Customer ESP marks an important product launch for us, as it offers totally unique functionality which ensures executives, sales representatives, customer service representatives and other key client-facing employees have real-time access to relationship-impacting data. We recognized the need in the market for an app that would enable a user to deliver a mission-critical update to a client, or equip a new team member with specific advice on how to handle a given situation. It offers a competitive advantage to almost any client relationship scenario."

With over a decade in commercial software development experience, TrueFit is emerging as one of the region's top iPhone and mobile app development firms, recently launching an iPad app for the resort town of Lake George, NY, among other releases.

"It's a thrilling time for our development staff," remarked Christopher R. Evans, Director of Sales and Marketing for TrueFit, "Customer ESP is a perfect blend of functionality and ease-of-use, and can be a key tool in driving new business and enhancing customer relationships. With so many of our clients exploring mobile apps, we have been able to leverage our early successes and experience in creating these types of products to carve out a unique niche for TrueFit, and to create apps that have significant value, and we feel, staying power, for users".

Development is currently underway on additional proprietary TrueFit mobile app products, with expected announcements to follow later in the year.

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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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