



FOR IMMEDIATE RELEASE

TrueFit Presents on Innovation, Entrepreneurialism Throughout Region

PITTSBURGH, November 10, 2010 — The TrueFit Innovation Team has had a full dance card the past few months, as representatives presented throughout the region on innovation, entrepreneurialism, launching new ideas and getting products to market. Recent presentations by TrueFit CEO Darrin Grove, Christopher R. Evans, Director of Sales and Marketing and Amanda Griffith, Sales Associate, have included appearances and speaking engagements at the American Marketing Association's Chapter at Duquesne University, City Charter High School, Pittsburgh Life Sciences Greenhouse, and BlueTree Allied Angels screening meetings.

Evans, Griffith and Grove's topics have included business model canvassing, innovation in technology, entrepreneurialism, B2B marketing, and raising seed and angel investment.

The presentations have also demonstrated how TrueFit has gained significant market share in the past year by introducing its signature service, the Idea Launch™, to investors and companies looking to bring new product ideas to market.

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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