



**FOR IMMEDIATE RELEASE**

**TrueFit's Christopher Evans to Serve as Judge at  
Carnegie Mellon Tepper School's Venture Capital Investment Competition (VCIC)**

PITTSBURGH, February 10, 2010—In concert with TrueFit's affiliation with BlueTree Capital Group, TrueFit's Director of Sales and Marketing Christopher R. Evans will preside as a guest judge at Carnegie Mellon's Tepper School and the Donald H. Jones Center for Entrepreneurship 2011 VCIC® Mid-Atlantic Regional on February 11, 2011.

Since 1998, the VCIC® has served as an educational event focused on venture funding. The VCIC® has evolved into a marketplace for entrepreneurs seeking investors and a training ground for future venture capitalists. In 2010, VCIC included 50 events in 4 continents, and served 1,000 students, 150 venture capitalists and 100 entrepreneurs. Commenting on the event, Evans noted, "We're pleased to participate in this prestigious event and to collaborate with this group of participants. There will undoubtedly be a great knowledge exchange throughout the afternoon."

Along with two other members from BlueTree, Evans will be joined on the judges' panel by representatives from Bluegrass Growth Fund, Pittsburgh Equity Partners, Swallow Point Ventures, Along Technologies, IdeaFoundry, and Pittsburgh Life Sciences Greenhouse.

**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](http://www.truefitsolutions.com).

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