



FOR IMMEDIATE RELEASE

TrueFit Invited to Participate in White House's Startup America Roundtable

CEO Darrin Grove to share perspective on entrepreneurialism, accelerating new ideas to market

PITTSBURGH, April 27, 2011—TrueFit, a leading innovation firm which helps entrepreneurs and companies bring new product ideas to market, today announced the firm's founder and Chief Executive Officer, Darrin Grove, has been invited to participate on the White House's Startup America Roundtable in Pittsburgh on Thursday April 28th, 2011.

The event is one of eight roundtable sessions being held across the US in 2011, in conjunction with the Administration's program designed to enact changes in federal regulation to encourage job growth among small and mid-sized businesses. TrueFit is among a select group of Pittsburgh-based representative organizations participating, including: The Allegheny Conference on Community Development, Innovation Works, the Pittsburgh Life Sciences Greenhouse, the Pittsburgh Regional Alliance, the Pittsburgh Technology Council, and The Technology Collaborative.

Commenting on the event, Darrin Grove remarked, "TrueFit's commitment to entrepreneurship and getting new ideas to market meshes well with the goals of the roundtable, and purpose of Startup America. We're excited to participate, contribute, and also learn from others committed to the same purpose. It's a challenge for early-stage companies to get the help they need to get off the ground, and we're pleased to contribute to programs which support those goals."

Recent roundtables were held in Durham, NC; Austin, TX; Boston, MA, and Minneapolis, MN. Future roundtables will be held in Atlanta, GA; Silicon Valley, CA, and Boulder, CO.

TrueFit's Director of Sales and Marketing, Christopher R. Evans, commented, "Over the past few decades, Pittsburgh has set an example for cities across the country on how to reinvent and reinvest as industries change, and markets evolve. The roundtable will benefit from Darrin's perspective on innovation, entrepreneurship, and ways to accelerate ideas to market. Much like the goals of this program, TrueFit exists to enable entrepreneurs and enterprise-level organizations 'Bring Great Ideas to Market Faster'; never more important than in such challenging economic times. The Startup America roundtable offers an opportunity to collaborate on ways to increase those opportunities for our region, and the nation as a whole."

The roundtable will also discuss ways to bridge gaps which currently exist in capital markets in relation to commercialization of federally-funded research projects. More information about Startup America is available at: <http://www.sba.gov/startupamerica>, and more information about Darrin Grove and TrueFit at: www.truefitsolutions.com.

About TrueFit

Enabling Innovation™. It's what we do. Helping entrepreneurs and companies bring new ideas to market--quickly. Smartphone, Web, Social Media and Commercial Software apps come to life through our proprietary Idea Launch™ methodology, geared specifically for entrepreneurial start-ups and enterprise-level clients seeking to be more entrepreneurial. Backed by the region's deepest development talent in emerging technologies and business impact analysis, TrueFit offers maximum sense-of-urgency and minimum risk. Idea Launch™ slices time and lowers costs typically associated with product and service launches. From one-off iPhone/iPad/Android/Blackberry apps, enterprise-level commercial software releases, to TrueFit's own proprietary products, we speed and smooth our clients' interaction with their clients. Founded in 1997, TrueFit is headquartered in Pittsburgh, PA. For more information, visit: www.truefitsolutions.com.

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