



FOR IMMEDIATE RELEASE

Lozu Concepts Teams with TrueFit to Launch New U.S. Constitution Trivia Game App

Educational app offers 170 multiple choice questions and various levels of difficulty

PITTSBURGH, January 4, 2012— TrueFit, a leading innovation firm which helps entrepreneurial start-ups and large enterprises bring new product ideas to market, today announced the go-live of a new U.S. Constitution educational game app for the iPhone and iPod touch, conceptualized by Illinois-based Lozu Concepts.

The app, *Learning the U.S. Constitution Made Easy*, features 170 multiple choice test questions about the U.S. Constitution, and has various skill levels to facilitate learning at all levels. The user can choose between reference, review, or testing mode, while enjoying vibrant colors and a clean user experience.

Commenting on the launch, Lozu Concepts Partner Mary Zupec remarked, “We’re exceptionally pleased with the outcome of this app, and in partnering with the TrueFit Team. In keeping with our mission to provide a positive learning experience, the app is a fantastic, fun and educational supplement to studying the Constitution.”

TrueFit Vice President Christopher R. Evans noted, “We greatly enjoyed working with the Lozu Concepts team on this project. With the *Learning the U.S. Constitution Made Easy App*, you’re able to reach an entirely new generation of students, their way, through iPhone and iPod touch. We also see the potential for a great long-term partnership as Lozu Concepts continues to ideate new educational games, apps and products.”

The app is available for download now in the iTunes store: <http://itunes.apple.com/tw/app/learning-u.s.-constitution/id487303074?mt=8>.

About TrueFit

Enabling Innovation™. It's what we do. For the entrepreneur, and for the enterprise. Helping entrepreneurs, companies, and organizations bring new ideas to market--quickly.

From the raw idea on the back of a cocktail napkin, to an enterprise-level release ready for development, Smartphone, Web, Social Media and Commercial Software apps come to life through our proprietary Idea Launch™ methodology. Whether dialing up the value of your idea to get investment funding, or to gain executive approval, TrueFit helps you take a product idea from vision to reality - from the whiteboard to the marketplace. Ideate: www.truefitsolutions.com.

About Lozu Concepts

Lozu Concepts is dedicated to creating a successful, positive learning experience for both students and adults. Our mission is to offer outstanding educational support for students at all levels, and we strive to accomplish our goals in a fun and comprehensive manner. Learn more: <http://www.lozucconcepts.com/>.

Apple, the Apple logo, iPod, iPad, and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. iPhone and iPad are trademarks of Apple Inc. iTunes is for legal or right holder-authorized copying only. Google, the Google logo, and Google Maps are trademarks of Google Inc.

###

For more information or a sample copy, contact:

TrueFit:
Elizabeth C. Williamson
TrueFit
info@truefitsolutions.com
Phone: 724-772-5959
www.truefitsolutions.com