

## **FOR IMMEDIATE RELEASE**

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PITTSBURGH – February 17, 2006 The Society for Financial Service Professionals announced today that TrueFit Solutions has been awarded the Pittsburgh Business Ethics Award for 2005 in the small company category.

Darrin Grove, President and CEO of TrueFit Solutions, accepted the Ethics Award today at the Duquesne Club located in downtown Pittsburgh. In his acceptance speech, Grove said, “our values, more than anything else, are the reason for our success.” Grove continued by saying, “Living by your values is challenging, it’s not popular, and it’s often misunderstood in a world that for the most part makes its decisions based on the bottom line.

The Business Ethics Award is given to companies that clearly demonstrate a commitment to business ethics, involvement in local, regional or national issues, and support civic and charitable endeavors through the contribution of time and materials.

Founded by Grove in 1997, TrueFit Solutions uses technology to help organizations improve their sales and manufacturing processes. In the nine years since its inception, TrueFit sales have grown over 800%, with 2005 being a banner year.

TrueFit Solutions has received numerous awards over the past five years, including the 2004 Best Places to Work and a three time finalist for fastest growing private business by the Pittsburgh Business Times. TrueFit has also been selected twice as a Top Tech-50 company by the Pittsburgh Technology Council.

In addition to corporate awards, Grove was selected as a finalist for the Tech-50 CEO of the Year award by the Pittsburgh Technology Council, as well as a finalist for the 2004 Ernst and Young Entrepreneur of the Year award.

### **About TrueFit Solutions, Inc**

TrueFit Solutions helps manufacturing, distribution, and business service organizations gain the greatest benefit from their technology investment by creating custom solutions which enhance, extend, and complete enterprise resource planning, sales force productivity and customer service initiatives.

Through a combination of business knowledge and technical expertise, TrueFit Solutions makes existing business applications better and delivers new solutions which increase productivity and profitability.

### **About Society for Financial Service Professionals**

The Pittsburgh Chapter of the Society of Financial Service Professionals began its ABEA program in 2001 under the leadership of David Burstin, CLU, ChFC, MSFS, RHU. Plans are underway for the SFSP Pittsburgh Chapter 2006 American Business Ethics Award and details can be found at the Chapter’s website. For more information, please call the

Pittsburgh Chapter of the Society of Financial Service Professionals at **(412) 243-4315**  
or visit their website at [www.pittsburghsfsp.org](http://www.pittsburghsfsp.org).

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