

**For Immediate Release**

## **FastFit360 Named a ‘Cool Vendor’ by Leading Analyst Firm**

**Vendors Selected for the ‘Cool Vendor’ Report Are Innovative, Impactful and Intriguing**

LAS VEGAS — May 28, 2014 — FastFit360, a leading provider of mobile cloud technology for workflow management, today announced it has been included in the list of "Cool Vendors" in the "Cool Vendors in Product Design and Life Cycle Management, 2014"<sup>1</sup> report by Gartner, Inc.

As Gartner noted in the report, "The 2014 Cool Vendors in product design and life cycle management have the common thread of finding, orchestrating, juxtaposing and linking content in ways that streamline collaboration, product innovation, manufacturing and service."

"We consider our inclusion in the Cool Vendor report by Gartner to be confirmation of our mission to help customers reduce cycle time and improve their global communication," said Roxy Starr, executive vice president, design and development, FastFit360. "Our customers frequently tell us how our solution has been a game changer for their businesses, empowering them to dramatically boost efficiency and reduce costs. We are excited to be recognized for our innovation by Gartner, which is such a well-respected research organization."

FastFit360's solution enables users to communicate in the one and only universal language: images. From new fashion styles to furniture designs to retail displays, FastFit360 helps companies quickly and easily capture and annotate product images and videos. In a process coined "e-sampling®," they can then seamlessly share that product information from any mobile device or computer anywhere in the world. A social media-like interface provides the ability to couple comments with annotated video and image files.

For more information, visit <http://www.FastFit360.com>, e-mail [contact@FastFit360.com](mailto:contact@FastFit360.com) or call US +1-702-997-1820. Connect with FastFit360 on LinkedIn, follow us @FastFit360, or join us on Facebook.

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<sup>1</sup> Gartner "Cool Vendors in Product Design and Life Cycle Management, 2014" by Marc Halpern, Simon F. Jacobson, Janet Suleski, April 23, 2014.

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**About FastFit360**

FastFit360's core technology delivers a revolutionary and refreshingly simple solution to fashion businesses requiring supply chain speed and visibility. The company's cloud-based software enables companies to communicate socially and visually during the critical sample-making process, addressing the needs of designers, technical designers, product developers, quality assurance professionals, sourcing teams and the executive suite — anyone, anywhere who needs easy access to real-time product information by style and by vendor. FastFit360's solutions enable global, visually oriented communication for streamlined sample management, tracking and analytics. Learn more at [www.FastFit360.com](http://www.FastFit360.com).