

For Immediate Release

LF USA Speaking at the PI Apparel Event in London

Director of Fishman Tobin to Discuss Dynamic ‘Language of Photos’

LAS VEGAS — June 24, 2014 — FastFit360 is excited to announce that leading children’s wear maker Fishman Tobin, part of LF USA, will address attendees at the forward-thinking Product Innovation (PI) Apparel Conference July 15-16 in London. Samantha Pearlman, director of technical design, will enlighten global executives about the amazing merits of mobile cloud technology for sample management.

Ms. Pearlman is a guest speaker for the session, “Utilizing the Universal Language of Photos in the Apparel Approval Process.” Her presentation will begin at 4:25 p.m. BST July 15 in Room 2 at iconic One Great George Street, one of London’s most elegant meeting venues in historic Westminster. The annual conference attracts leading fashion brands and retail executives from around the world. FastFit360 was an active participant in last year’s PI Apparel, hosting speakers from PVH and Patagonia whose apparel innovation was a perfect match for the aptly named event. With their stellar reputation in the industry, FastFit360 is proud to have a wide list of customers willing to speak about the positive benefits the technology has brought their respective businesses.

“We are honored to count LF USA’s Fishman Tobin among our customers and are thrilled that Ms. Pearlman will be sharing her enthusiastic experiences with the FastFit360 technology,” said Roxy Starr, executive vice president, design and development, FastFit360.

Fishman Tobin is among a growing number of progressive fashion businesses that have adopted FastFit360’s game-changing technology to speed product cycle time and improve global communications. The 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 product images and videos in a social media-like interface that provides the functionality to post comments with annotated video and pictures. In a process coined “e-sampling®,” teams seamlessly share product information from any mobile device (iPhone, iPad, Andorid) or computer anywhere in the world.

FastFit360 recently was named a “Cool Vendor” in the “Cool Vendors in Product Design and Life Cycle Management, 2014”¹ 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.”

For more information, visit <http://www.FastFit360.com>, e-mail 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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About FastFit360

FastFit360’s core technology delivers a revolutionary and refreshingly simple solution to 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.

About Fishman Tobin/LF USA (A Li & Fung Company)

For 100 years, Fishman Tobin has provided high-quality children’s wear with quality, integrity and excellent service. Part of the Li & Fung family of businesses, Fishman Tobin is a kids’ wear brand specialist serving major retailers. Since its beginnings in 1914, the company has demonstrated a deep commitment to building strong relationships with its customers. Its parent company LF USA (A Li & Fung company) specializes in designer apparel to home decor, children's clothing, handbags and accessories. They design, source, and distribute for internationally famous brands sold at some of the world's largest retailers, including Walmart, Kohl's and Macy's. Learn more at <http://www.lfusa.com/>.

About Product Innovation Apparel

The Product Innovation (PI) Apparel Conference attracts executives from global fashion brands and retail organizations. PI Apparel brings together the fashion/apparel industry to discuss the challenges and opportunities offered by modern technology in the continuous improvement and streamlining of product lifecycles from cradle to grave. Learn more at apparel.picongress.com.

¹ Gartner “Cool Vendors in Product Design and Life Cycle Management, 2014” by Marc Halpern, Simon F. Jacobson, Janet Suleski, April 23, 2014.