

Flintfox Voted Among Top Ranked Trade Promotions Management (TPM) Solution Providers by Consumer Goods Technology Readers

Flintfox receives Reader's Choice Award for Trade Promotions Management

January 26, 2010 - Cincinnati, Ohio – **Flintfox**, a leading global supplier of Trade Promotion Management (TPM) software and solutions, announced today that it has received a **Reader's Choice Award** from "[Consumer Goods Technology](#)" magazine for customer experience in the trade promotions management category.

Each year, [Consumer Goods Technology](#) uses a third party to survey executives from the leading consumer goods companies to determine the rankings. For this year's survey, more than 150 consumer goods business and IT executives were asked to identify the solutions provider they currently use within each category as well as to rate their customer experience which is based on the reader's experience implementing and using the software. Flintfox received top rankings in the area of Trade Promotions Management.

"We are very pleased to be ranked as a top provider in trade promotions management by the readers of Consumer Goods Technology," said Mike Ridgway, President and CEO, Flintfox. "Flintfox's highest priority has always been to provide our customers with innovative TPM solutions and superior customer support, so that they are better prepared to tackle trade and promotion challenges. We are proud of the achievements that our customers in the consumer goods industry continue to realize and are honored to be recognized as a valued partner contributing to their success."

Flintfox USA, A Triplefin Company, is responsible for the distribution of all Flintfox software products, services and support in North America, and lead the deployment of on-premise; hosted and SAAS modeled solutions. Using these best-of-class solutions for trade promotion management (TPM), the Flintfox portfolio of integrated TPM solutions allows clients to optimize all facets of their Trade Promotions Lifecycle.

Flintfox customers include some of the most coveted brands in both the US and abroad. Flintfox has long been recognized for its industry leading solutions in Trade Planning, Trade Execution, and Trade Analytics. These proven solutions are designed to help consumer goods companies optimize and streamline their global marketing and sales efforts. For more information about Flintfox's award-winning solutions, visit www.flintfox.com.

About Triplefin

Triplefin, founded in 1981, is privately owned and headquartered in Cincinnati, OH. Triplefin provides integrated business process outsourcing solutions to leading manufacturers with specialized expertise in the Consumer Products and Healthcare industries. The company's outsourced solutions include: trade promotion management; order, shipping, billing services; advanced fulfillment capabilities; sales and marketing support; professional customer care; information technology services; financial management services; compliance; and infrastructure. Triplefin is "The Support Behind Your Brand." More information on Triplefin and Flintfox USA may be found by going to www.triplefin.com or by calling (800) 841-3055.

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