



Starr Tincup acquires new client, VeriTask Software

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Marketing firm acquires new client that provides software solutions for business management

PR9.NET February 23, 2007 - FT. WORTH, Texas – Starr Tincup, an integrated marketing firm for business-to-business software and services companies, announced today the acquisition of a new client, VeriTask Software.

VeriTask, a human capital management solutions company devoted to the creation of smart software solutions for everyday business management tasks, offers software solutions such as task managers and biometric time clocks. More specifically, VeriTask focuses on three primary products, the web-based and TCP / IP versions of its Biometric Employee Time Clock™ and its Employee Task Chaser™.

The Biometric Employee Time Clock™ uses biometry to verify an employee's identity with just a fingerprint, and thereby eliminates the possibility of "buddy punching," or when one employee clocks in for another. The Employee Task Chaser™ registers tasks assigned to employees and allows the task manager to monitor each assignment until it is completed. The Employee Task Chaser™ provides superior task management because, unlike other systems, it prevents a task from disappearing from the monitor of the task's recipient until the creator of the task is satisfied with the result.

"VeriTask Software is an innovative company in the HR software and services space," said J. William Tincup, principal and co-founder of Starr Tincup. "Their biometric time clock products lead the industry in affordability and ease-of-use. They are also at the vanguard of innovation in the human capital management space with an impressive line of related products and services. As the leading provider of marketing services to HR software and services companies, Starr Tincup is a natural fit to lead the company's bid to dramatically increase revenue in 2007 through direct and indirect channels. Our respect for the good people at VeriTask Software is immeasurable, and we look forward to helping them achieve their dreams."

VeriTask's long-term goal with Starr Tincup is to create worldwide channel and corporate partners for VeriTask. In the interim, Starr Tincup will lead all marketing initiatives for VeriTask and will work to drive e-commerce revenue through search engine marketing (SEM) efforts.

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About Starr Tincup

Starr Tincup is an integrated marketing firm for business-to-business software and services companies. We help clients market smarter so they drive more revenue with better marketing ROI. Our scope of services includes consulting and planning, market research, sales and marketing infrastructure implementation and marketing program execution.

For more about Starr Tincup, visit their website at www.starrtincup.com or read their blog at <http://starrtincup.blogspot.com>.

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