



C. Pitman Baker & Associates and Starr Tincup Form Strategic Partnership

Starr Tincup, March 12, 2007

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Leading custom software developer and marketing firm join forces to enhance e-business services

PR9.NET March 12, 2007 - FT. WORTH, Texas - C. Pitman Baker & Associates, a Dallas/Fort Worth-based custom software developer, and Starr Tincup, an integrated marketing firm, today announced they have teamed up to form a strategic partnership aimed at enhancing the firms' e-business services. Under the terms of the partnership, the firms will work together to provide clients with a comprehensive e-business solution including website design and development, custom software development and the full spectrum of marketing services from search engine optimization (SEO) and search engine marketing (SEM) to Internet public relations and market research.

The partnership between C. Pitman Baker & Associates and Starr Tincup is aimed at small and medium-sized companies that conduct business on the Internet. These companies frequently need more than an effective e-commerce website to ensure success. In addition to best-practice web and software development, they need a marketing engine that delivers a steady and measurable flow of prospects to the website. This partnership teams two of the region's best Internet design and Internet marketing firms so clients can go to market with a single service provider.

"This partnership addresses an acute need for many of our clients," says C. Pitman Baker, CEO of C. Pitman Baker & Associates. "We provide our clients with world-class e-commerce and e-business websites and software. But, building the best mousetrap isn't always enough. Many of our clients need help identifying the right prospects for their products and services and driving those prospects to the website in sufficient quantity to hit revenue goals. Our partnership with Starr Tincup delivers a proven Internet marketing machine. Together, we offer a comprehensive e-business solution that addresses the entire sales and marketing lifecycle from first impression to closed deal."

"We are very pleased to have partnered with the good folks at C. Pitman Baker & Associates," says J. William Tincup, principal and co-founder of Starr Tincup. "This is a peanut-butter-and-chocolate kind of partnership—both companies are better together. We look forward to driving traffic to the solid e-business websites developed by C. Pitman Baker & Associates."

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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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