

## **Partnership Press Release**

Starr Tincup

Bret Starr

*February 25, 2007*

### **FOR IMMEDIATE RELEASE**

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

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

**February 28, 2007 – Dallas-Fort Worth, TEXAS** – C. Pitman Baker & Associates, a Dallas-Fort Worth based custom software developer, and Starr Tincup, a Dallas-Fort Worth based 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 web site 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 web site 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 web site. This partnership teams two of the region's best at achieving the dual initiatives of Internet design and Internet marketing so clients can go to market with a single services provider.

"This partnership addresses an acute need for many of our clients," says C. Pitman Baker, CEO, C. Pitman Baker & Associates. "We provide our clients with world-class e-commerce and e-business web sites 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 web site 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, 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 web sites developed by C. Pitman Baker and Associates.”

### **About C. Pitman Baker & Associates**

Since 1995, CPB, Inc. has been offering custom design software services in the areas of E-Business, Enterprise Systems (ERP), Web Site and Interactive Media Design and Development, Bar Code Scanning and RFID. Visit us on the web at [www.cpbinc.com](http://www.cpbinc.com).

### **About Starr Tincup**

Starr Tincup is an integrated marketing firm for B2B software & services companies. We help our clients market smarter! Our scope of services includes planning, research, infrastructure, and programs. Visit [www.starrtincup.com](http://www.starrtincup.com) or <http://starrtincup.blogspot.com> to learn more about our firm.