

For Immediate Release

## FastFit360 ‘Tweets-a-Coffee’ at Retail’s BIG Show

### *NRF Expo Attendees Can Win Starbucks Coffee in Fun B2B Social Media Experience*

LAS VEGAS — January 9, 2014 — FastFit360, provider of the original social communication solution for fashion, will Tweet-a-Coffee from Starbucks Coffee Company to select attendees who visit booth 2145 at the National Retail Federation (NRF) Annual Convention & Expo, Jan. 13-14, at the Jacob K. Javits Convention Center, New York.

To qualify to win a Starbucks Coffee, visitors to FastFit360’s booth 2145 simply take a picture of themselves with the “Camera Head” man on the booth’s wall, follow or like FastFit360 on either Facebook or Twitter and then post the picture to the FastFit360 social sites with the hashtags #NRF360 and #NRF14. FastFit360 will then Tweet-a-Coffee to the attendee, who will receive a \$5 Starbucks Card eGift, which can be redeemed from a mobile phone at participating Starbucks Coffee stores.

In addition to providing a fun diversion (and caffeine) to NRF visitors, the marketing campaign closely ties to FastFit360’s fashion technology, which leverages social media, mobility and images to enable global communication and speed to market. [Camera Head](#) is a tongue-in-cheek nod to FastFit360’s mantra, “images speak louder than words,” representing a universal language for the B2B global fashion industry. The on-site NRF promotion follows a “Countdown to NRF” social media campaign on Twitter and Facebook.

“FastFit360 is excited to introduce NRF Expo attendees to our social communication solution for fashion, and what better way to share our enthusiasm and energy than to Tweet-a-Coffee with visitors to our booth,” said Roxy Starr, executive vice president, design and development, FastFit360. “When we reached out to Starbucks Coffee about our interest in this B2B promotion at Retail’s BIG Show, they were enthused as well.”

Starbucks Coffee Company’s Tweet-a-Coffee program is popular for gift exchange between consumers, and now with FastFit360’s NRF campaign, is making a splash in the world of B2B social media. Last year, NRF’s Annual Convention & Expo attracted 27,600 attendees from 82 countries, and featured Starbucks Coffee CEO Howard Schultz as a keynoter.

The NRF also produces the flagship *STORES* Magazine for retailers. *STORES*' official BIG Show edition, the January 2014 issue, features a [case study](#) about Patagonia's use of FastFit360's e-sample® process. FastFit360's solution enables designers, product developers, technical designers, quality assurance officers, sourcing managers and other fashion professionals to communicate globally about apparel workflow, samples, style concepts and garment fit in a real-time, social media-type computing environment. The core technology is based on communicating visually through easy sharing of high-quality images and videos. At NRF, the company introduces Burst for capturing, annotating and sharing videos on-the-fly.

Visit FastFit360 at <http://www.FastFit360.com>, e-mail [contact@FastFit360.com](mailto:contact@FastFit360.com) or call US +1-702-997-1820. Connect with FastFit360 on LinkedIn, follow us @FastFit360, or join us on Facebook. For more information about Starbucks Coffee and its Tweet-a-Coffee program, visit [www.starbucks.com/tweetacoffee](http://www.starbucks.com/tweetacoffee). For more information about the NRF Annual Convention and Expo, visit [Retail's Big Show 2014](#).

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**About FastFit360**

FastFit360's core technology delivers a revolutionary and refreshingly simple solution to fashion 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. The FastFit360 Cloud and FastFit® Studio solutions work in unison for global, visually oriented communication for streamlined sample management, tracking and analytics. Learn more at [www.FastFit360.com](http://www.FastFit360.com).

**About Starbucks**

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at [www.starbucks.com](http://www.starbucks.com).

**About Retail's BIG Show**

The National Retail Federation's Annual Convention & EXPO earned the nickname "Retail's BIG Show" years ago and because the name was so appropriate, it stuck. Today, Retail's BIG Show is NRF's flagship industry event held annually in New York City. The four-day event offers unparalleled education, collegial networking, and an enormous EXPO Hall full of technologies and solutions. After more than a century, Retail's BIG Show is still the place — the only place — where you can see and experience all things Retail. It is truly one-stop-shopping for industry professionals from the around the world. Visit <http://bigshow14.nrf.com/>.