

SOLID[®] INNOVATION



PRESS RELEASE

Solid Launches New Affiliate Program

Affiliate Program aims to build stronger partner relationships

PRINCE ALBERT – July 5, 2010 – Solid Innovation, Inc., a leading provider of route accounting software solutions, has announced the official release of its new Solid Affiliate Program that is specifically designed to facilitate partnerships and expand product offerings amongst those who cater to clients within the direct store distribution and route accounting industry.

As a member of the Solid Affiliate Program, affiliates are equipped with detailed product information and marketing resources that they can use to expand their expertise and product offering when consulting clients. As clients are referred to RouteAccounting.com, affiliates can potentially earn commissions from client sales.

"By launching this new program, we look forward to renewing our commitment to our partners in their successful efforts to deliver reliable route accounting solutions to the direct store distribution market," says Craig Fisher, CEO of Solid. "We consider our relationships with our partners to be very valuable in collaborating, developing and delivering reliable Solid Route Accounting™ products and services to the end user."

Nancy Sagardia, Product Specialist of Solid adds, "We are committed to building our Solid Affiliate Program and working with our partners to provide them with the resources they need to succeed in expanding their product offerings. We are convinced that the addition of our program will promote a respectable, healthy business environment that will greatly benefit all parties involved."

About Solid Innovation

Since 1986, Solid Innovation® has been a developer of route accounting software solutions for small to mid-sized mobile businesses. Solid combines superior management insight with industry expertise to deliver functional and flexible solutions that give clients the power to manage their business with confidence. Today, Solid offers a solid approach to route accounting with its Solid Route Accounting™ software solutions that support both Windows® Mobile and Palm OS Mobile operating systems. For more information about Solid, please visit www.solid-innovation.com.

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