

Yes Doctor, There's an App for that...

Tailfin creates a custom iPhone App for leader in aesthetic industry



ATLANTA, Ga., February 11, 2010 - For their 2010 global sales meeting, Solta Medical, Inc. (Nasdaq: SLTM) was looking for something different and something powerful to support its sales staff with the marketing of Thermage and Fraxel technologies to physicians. Solta turned to Tailfin Marketing to develop an innovative sales kit, including the company's first ever iPhone App. Conference attendees were treated to a Solta-branded iPod touch outfitted with the custom app, several before & after photo albums, demonstration videos, upbeat and energizing "game-time" music, as well as a handful of just-for-fun apps.

The iPhone app and supporting tools were developed based on in-depth interviews with key sales staff, and is said to be a "win-win" for their sales process. Now by simply populating a few key fields, the sales representatives can emphatically show doctors just what they can expect from working with Solta's leading technologies. Moreover, the iPod touch reinforces Solta's commitment to the environment. This leading edge sales kit will eliminate a majority of the traditional take away materials utilized by the sales force.

"More and more of our clients are looking for innovative ways to approach age-old business challenges. Apple's open-source development platform has enabled us to tackle issues head-on in a smart, cost-effective, and creative way" said Greg Abel, Director of Client Services for Tailfin. "As soon as we launched our first iPhone App, we immediately saw the potential to extend to other clients – and as cliché as it may sound, mobile is – in large part – the future of marketing."

About Tailfin Marketing Communications:

Founded in 1999, Tailfin is a mid-sized, full-service marketing communications agency based in Atlanta, Georgia. Founded and directed by advertising and web development agency veterans Lola Carlisle and Greg Abel, Tailfin's operational philosophy is simple – deliver big-brand creative talent with small agency agility and personality. Clients include major international consumer brands such as The Coca-Cola Company and Hilton Hotels, a number of mid-sized national consumer and business-to-business brands, and a few local favorites just for fun. Tailfin's capabilities and work portfolio run the gamut, including strategy and message development, identity design, advertising development, web planning and design, sales support materials, package design, broadcast creative, promotional programming, environmental and tradeshow design and pretty much anything else you can shake a creative stick at. Tailfin is an active member of the National Women Business Owners Corporation. For more details on Tailfin log on to www.tailfin.com

