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Financial Analysis and Control Technology Services LLC

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## iTaggit “tags” F.A.C.T.S. for its Strategic Financial support

Concord MA. January 1, 2008 – iTaggit, Inc., a fast growing Web 2.0 company that allows members to store and organize information about their valued items and collectibles, has partnered with F.A.C.T.S. (Financial Analysis and Control Technology Services LLC) for its strategic financial management requirements.

According to David Altounian, president and CEO of iTaggit, “After we had spent tens of thousands of dollars with a financial planning firm working on a revenue model which turned out to be unusable. Bob was able to quickly come in, review the current business, business plan and the previous model and developed a work product within schedule and cost.” “This partnership has proven a significant return on investment” says Altounian, “by enabling iTaggit to organize its results and communicate its value proposition to senior management and potential investors, a job that was neither well suited nor cost effective using its previous Excel™ based solution. We’re better off now since we’re working from a complete business framework with a better understanding of where we’re headed.”

“We’re very happy with our growing association with David and iTaggit,” says Bob Katz, President and founder of F.A.C.T.S. “We help innovative Web 2.0 companies like iTaggit and other SMB businesses effectively organize and communicate their business potential to the financial investment community. Integrating the unique demands of our clients business needs with a cost effective and easy to use BPM solution like Adaptive Planning, are core F.A.C.T.S.’ strengths.”

*iTaggit, The Place for Every Thing™, is a Web 2.0 social network site that allows members to safely, store and organize information about their valued items and collectibles. Their goal is to maximize their member’s net worth and connections through item management, research and community. Headquartered in Austin, TX. iTaggit can be reached at [iTaggit.com](http://iTaggit.com) or (512) 879-1050.*

*Financial Analysis and Control Technology Services LLC (F.A.C.T.S.) is a financial and operational decision support services company helping small and mid-size businesses (SMB) achieve their business goals and maximize return on investment. Headquartered in Concord, MA, they can be reached at (508) 353-3571 or [info@factservices.com](mailto:info@factservices.com).*