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Milestone Marketing Associates Helps VisApp Win Recognition, Award at Silicon Valley conference

Sarasota-based company is the maker of the Showoff Home Stager online home design app

SARASOTA, Florida (May 30, 2012) – When local software firm VisApp needed a fast turnaround on a six-minute presentation script for the DEMO Spring 2012 conference in Silicon Valley, they came to Milestone Marketing Associates.

When they came back from California a week later, they brought home the DEMO God award for best presentation in the Cloud Computing category, based on their presentation for their Showoff Home Stager app.

“I couldn’t have asked for a better result,” said Bobbie Ayers, founder and CEO of VisApp. “Milestone gave me a script that was informative, engaging and effective. Because of their work, VisApp has attracted significant attention from the media and from potential funding sources.”

“It was all in a day’s work for us,” said Matthew Anderson, president of Milestone Marketing Associates. “We were particularly excited to work with VisApp because it was a different type of project for us, and because we would know very quickly whether our script was effective.”

Showoff Home Stager lets homeowners and new homebuyers see what their properties would actually look like after landscaping projects, major renovations or interior decoration. At the same time, it works to help contractors and suppliers generate qualified leads from consumers who are in the process of making home-related design and purchasing decisions.

The script Milestone delivered featured Bobbie and her husband Ralph performing the roles of a married couple trying to renovate their home. The goal was to highlight the product's benefits to average consumers, and to demonstrate how Showoff Home Stager helps real estate agents, contractors and home buyers alike.

VisApp was one of 73 companies selected by VentureBeat to launch at the conference, which took place on April 17 to 19, 2012. The conference is a magnet for venture capital firms looking for new companies to fund and new products to bring to the marketplace.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call 941-306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

About VisApp, LLC

VisApp LLC, based in Sarasota, Fla., is a leading developer of visualization technology that offers innovative and easy-to-use visualization software tools to individuals and businesses. VisApp's flagship application for homeowners, ShowOff.com, lets users design and visualize home improvement projects, select from a catalog of suppliers' products available in the marketplace, and connect with suppliers and contractors. *PC Magazine* ranked ShowOff.com the top home improvement application among [The Best Free Web Apps of 2011](#) and 2010. It recently won the BizTech Award for Best Website for Generating Business and Leads and won the Cloud Computing category at DEMO Spring 2012 in Silicon Valley, CA. VisApp also provides a lead generation service for contractors, and allows contractors and suppliers to host the Visualizer on their own websites for a fee. For more information visit the company's website at [www. www.showoff.com](http://www.showoff.com).

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