



Contact:
Priscilla Vento
Priscilla@30milesnorth.com
(310) 593-3988

FOR IMMEDIATE RELEASE:

After Long Anticipation, 37Signals Hands Sortfolio Over to New Owners

**Krishna Gupta and Eric Marthinsen take over Sortfolio
with plans on expanding capabilities.**

Jason Fried, Founder of 37Signals and creator of Basecamp and Sortfolio, hands over the deed to Sortfolio after months of vetting prospects to take over the company. Krishna Gupta and Eric Marthinsen are pleased to announce they are the new owners. Krishna, a former musician and long-time entrepreneur is now CEO of Sortfolio. Krishna humors his transition from musician to Sortfolio CEO, "It's surreal that in 2012 I was at SXSW Music performing in a band, this year I'm here as CEO of Sortfolio on a whole different trajectory. Talk about a pivot." Eric, CTO and Ruby on Rails aficionado has already planned to impact 2013 by developing industry first methods for finding and hiring web designers by fine-tuning the process of connecting designer to client. Eric is focused on building upon the Sortfolio platform. Site updates and advancements are scheduled to launch in late 2013. "One of our key criteria when selling Sortfolio was making sure it was going to a good home. It wasn't just who'd bid the most, it was who'd take the best care of our customers and continue building on top of Sortfolio's current success. Krishna and Eric - two driven and ambitious entrepreneurs - fit that bill perfectly." –Jason Fried, Founder- 37Signals

Finding web designers to fit specific project scopes, budgets, and visual styling for some may be a long task of trial and error. Sortfolio provides a solution for design firms and freelancers to find qualified leads and for those looking for web designers. Krishna and Eric are determined to give the community what they want and need while being consistent with the quality 37Signals is known for. Sortfolio shows an enormous opportunity to be instrumental in providing an immediate way to review design portfolios and qualifications. Sortfolio affords businesses the luxury of finding qualified web designers which will not only increase productivity, but encourages creativity by showcasing the talent of web designers who might have been overlooked if it weren't for Sortfolio.

"I'm determined to position Sortfolio as the ultimate resource for connecting businesses with design agencies. Sortfolio will become a comprehensive gallery featuring the highest quality designers at every budget level, and will advocate for designers and the importance of high quality design" says Krishna. "I want to take the pain out of the process for not only potential clients, but for the designers as well. It's about providing a way for both sides to find the perfect match, and bringing the highest number of designers and clients together."

###