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IGG SOFTWARE POSTS RECORD YEAR

Vermont developer doubles staff in 2009, despite troubled national economy

(PUTNEY, VT) – Running counter to a steady drumbeat of negative economic headlines, IGG Software has seen 12 months of year-over-year growth and record annual revenues in 2009. IGG, the developer of iBank personal finance management software for Mac OS X, has fostered that growth by adding new employees and releasing a spate of updates and new products.

“We’ve been successful for two simple reasons,” says IGG President Ian G. Gillespie. “The first is that we’ve always made a priority of listening to our customers. The second is that we respond to their input by improving our existing apps, and using their feedback to inspire new products and better service.”

Underlying the independent publisher’s dramatic growth in 2009 has been a steady series of updates to iBank; the May release of the all-new iBiz 4, a major upgrade to the company’s integrated time-tracking and invoicing application; the simultaneous release of the multi-user iBiz Professional, the only networkable Mac software in its class; the introduction of iBank Mobile for iPhone and iPod touch in July, the number-one selling finance app at iTunes within a day of its release; and the intrinsic compatibility of all of IGG’s applications with Apple’s OS X 10.6 Snow Leopard, introduced in August. The fourth quarter of 2009 at IGG included further updates to each of the company’s apps.

In 2009, the company also added several U.S.-based positions in the areas of Quality Assurance and Customer Support. “Our support team is often the first point of contact with many of our users, and we don’t just aim to resolve questions,” says Gillespie. “We want people to go away impressed. When that happens, they’re not just customers anymore – they’re believers.”

Gillespie also attributes much of the company’s growth to its ongoing conversation with those customers. “We’ve introduced a developers’ blog and a regular newsletter, take bug reports and feature requests, redesigned our homepage to include a Twitter feed and news headlines,” he notes. “But none of that is meant to be one-way communication. It’s all about a dialog that proves we’re listening, too.”

Based in Putney, Vermont, IGG Software, LLC, was founded in 2003 by developer Ian Gillespie to provide individuals or small businesses with intuitive, elegant and powerful management and finance applications. For further information, review licenses, or to schedule an interview with developers Ian or James Gillespie, please contact IGG Marketing Director Scott Marc Becker: scott@iggsoftware.com.