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## **TestDrive Software Trials Engage Visitors to Try Laughingbird Software**

*Laughingbird Software debuts online software trial of their The Logo Creator software with the Runaware's TestDrive service*

Fort Lauderdale, Florida (**July 15, 2009**)– Today, Runaware, the global leader in online software trials and [software marketing services](#), is pleased to announce that Laughingbird Software has recently become its newest client. Runaware is now hosting The Logo Creator, Laughingbird's leading product, on the TestDrive platform.

The Logo Creator is an easy to use logo design software tool for small business owners, webmasters, entrepreneurs or any one wants to save time and money creating their own graphics. The Logo Creator offers customizable logo templates to help you cultivate your own branding creativity.

Marc Sylvester, President and Creator of The Logo Creator, is excited to see how his visitors make use of the TestDrive, "By offering an [online software trial](#) I know I am helping to immediately engage my visitors. I also like the added benefit of instant lead delivery, this way I can follow up with my prospects now while they are still trying out the software."

TestDrive is an online software trial service composed of two main components, the first being a customizable customer profiling and lead capture engine; the second is a hosted virtual environment that delivers Laughingbird software through a web browser just as if it were installed directly onto the visitor's computer. With TestDrive there is no need for downloading or installation of the software; an application can be trialed by simply pressing a launch button on a web page.

Tim Keyes, Runaware CEO remarked, "It feels great to see new clients such as Laughingbird Software take a chance and try new technology to present a trial of their software to prospects. With TestDrive not only will their visitors have instant access to try their software, Laughingbird will receive better qualified leads, know which company web site their customers came from and how long they actually tried their software."



To view the The Logo Creator TestDrive online demo, or other Runaware [online software trial clients](#), please visit our client's page.

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### **About Runaware**

Founded in 1999 and with offices in North America, India and Europe, Runaware™ is the global leader in online software trials and software marketing services. Runaware™ offers ISVs and software publishers a revolutionary means of providing a hassle-free online environment that runs full versions of software safely and securely over the Internet – anywhere, anytime – with no CDs, downloads or installations required. More than software trials, Runaware™ also delivers industry-leading account management and software marketing services such as lead capture and customer profiling, demos for partners, demo localization, marketing campaigns and search engine marketing services. Runaware™ delivers intelligence and measurable results, producing higher sales and conversion rates, faster time-to-market and shorter sales cycles – all at a lower cost. For more information about Runaware™ visit [www.runaware.com](http://www.runaware.com)

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