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News Release

MOBILEPOINT ANNOUNCES THE FORMATION OF A NEW ANALYTICS DIVISION

MobilePoint announces a new analytics division based out of Burlington, Massachusetts that will give MobilePoint customers new insights into the promotion of their products in front of end user buyers

Irvine, CA – (January 20, 2010) – MobilePoint Corporation announced today the formation of a new analytics division that takes content usage data from tablet PC-based selling tools to create new insights into product promotions and customer responses at the point of selling. For the first time, managers will be able to track and measure product promotions during the execution phase and have the opportunity to make management adjustments before the promotion has completed. “We are excited about adding this capability for our clients and partners,” said MobilePoint’s President and CEO, Timothy Titus. “The ability to actively track, measure and adjust promotional activities during their execution phases should boost the overall performance and sales outcomes.”

To lead the new division MobilePoint is proud to welcome Dan Raiche, Vice President, Analytics, to its management team. Dan comes to MobilePoint with an analytics consulting background, most notably running the decision support software and modeling division of the strategy consulting firm Monitor Group.

Dan specializes in transforming data into competitive advantage by helping executives discover the details behind what actually occurs in sales rep calls with end user buyers. Rapid, up-to-date sales encounter analytics is the next logical step for improving the management of promotions and sales force execution. The ultimate goal is for MobilePoint’s clients and partners to create more revenue with greater profits by leveraging the value of using tablet-based analytics. "Dan Raiche is a significant asset to the MobilePoint team," said Titus. "His extensive analytics and consulting experience will help us increase MobilePoint’s value propositions to our customers.”

Prior to joining MobilePoint, Dan previously worked for Monitor Group, General Electric Corporation and Digital Equipment Corporation. He earned an MBA from Babson College in Wellesley, Massachusetts, and he holds an ME and a BS in Electrical Engineering from Rensselaer Polytechnic Institute in Troy, New York.

About MobilePoint Corporation

MobilePoint Corporation is a leading supplier of field-based software sales tools that increase sales, increase margins and reduce non-selling activities. MobilePoint is headquartered in Irvine, California. For more information about MobilePoint’s products and services, please visit the company’s Web site at www.mobilepoint.com or call 949.754.3080.



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