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News Release

MOBILEPOINT FORMS PARTNERSHIP WITH CARDINAL HEALTH AND MIDMARK TO TRACK AND MEASURE MIDMARK'S 75 PROMOTION

MobilePoint has formed a partnership with Cardinal Health and Midmark to track and measure the promotional activities of Cardinal Health's sales reps during Midmark's annual 75 promotion

Irvine, CA – (March 1, 2010) – MobilePoint Corporation announced today a partnership with Cardinal Health and Midmark Corporation to track and measure their promotional activities during the Midmark's annual 75 promotion. MobilePoint's analytics division will gather usage data from Cardinal Health's sales encounters on tablet PCs to create new insights into their activities and customer responses at the point of selling. For the first time, Cardinal Health and Midmark's managers will be able to jointly track and measure this promotion 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 the execution phase should boost the overall performance and sales outcome."

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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