



MobilePoint Corporation
8001 Irvine Center Drive
Irvine, California 92618
949.754.3080 phone
949.754.4492 fax

News Release

MOBILEPOINT PARTNERS WITH ALERE TO PROVIDE SELLING CONTENT TO THEIR MEDICAL PRODUCTS DISTRIBUTORS EQUIPPED WITH TABLET PCs

With MobilePoint's Tablet PC-based selling tool and Alere's electronic selling materials, medical products sales representatives can now demo, quote and close Alere product solutions on sales calls using tablet PCs.

Irvine, CA – (June 6, 2010) – MobilePoint Corporation announced today that it has partnered with Alere, Inc. (formerly Inverness Medical Innovations) to provide Alere's distributors interactive selling content to promote their extensive line of rapid diagnostic products. The selling tool, which is a combination of the latest tablet PC-based technology running MobilePoint's sales-ready content software, enables distributor sales representatives to conduct value-based sales discussions with healthcare professionals about using Alere's diagnostic product solutions in the clinical setting.

MobilePoint's pen-based technology allows distributor representatives to easily navigate through Alere's product information and pricing, configure solutions and generate quotes in real time before they leave the customer's site. "We are excited about forming this partnership with Alere's family of companies," said MobilePoint's Vice President of Sales, Jeffery Caldwell. "The delivery of Alere's product information in real time on a tablet PC creates a unique value proposition for the buyer and cements the relationship between the medical products sales representative and buyer as a trusted advisor."

About Alere

By actively connecting diagnostics and health management solutions Alere gives medical professionals and consumers the tools they need to make more informed healthcare choices. We're empowering people by putting them on a faster path to the best care. Alere's North American headquarters is based in Waltham, Massachusetts.

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.

CONTACTS:

Erica Marsh
Public Relations Counsel
937.545.3554
emarsh@graphicadesign.com

Jeff Caldwell
MobilePoint Corporation
949.754.3080
caldwell@mobilepoint.com