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News Release

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

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

Irvine, CA – (July 1, 2010) – MobilePoint Corporation announced today that it has partnered with GE Healthcare, a division of General Electric Company (GE-NYE) to provide GE Healthcare's distributors interactive selling content to promote their extensive line of cardiac diagnostic equipment. 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 GE Healthcare's product solutions in the primary care clinical setting.

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

About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, performance improvement, drug discovery, and biopharmaceutical manufacturing technologies is helping clinicians around the world re-imagine new ways to predict, diagnose, inform and treat disease, so their patients can live their lives to the fullest.

Headquartered in the United Kingdom, GE Healthcare is a \$17 billion unit of General Electric Company. Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at www.gehealthcare.com.

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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