



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

News Release

FOR IMMEDIATE RELEASE

MOBILEPOINT TABLET PC-BASED SALES TOOL “ADVANCES THE SALE” FOR MIDMARK SALES FORCE

***Tool enables Midmark sales reps to rapidly access
product information and close sales***

IRVINE, California – (September 6, 2007) – After deploying MobilePoint to its sales force and select distributors nearly a year ago, Midmark Corporation’s medical sales reps are experiencing greater sales efficiency and effectiveness with MobilePoint’s powerful Tablet PC-based selling tool.

The sales tool is a combination of a Tablet PC running MobilePoint’s sales-ready content software which enables sales representatives and distributors to easily access selling materials, including graphics, animation and video as well as contracts and ordering information all by writing directly on the screen of a Tablet PC with a pen. With just a touch of a pen, Midmark sales representatives and select Midmark distributors can provide detailed product demonstrations, manage contracts, provide quotes and pricing, check product availability and easily take and track customer orders for Midmark’s extensive line of medical products.

“At Midmark, we believe a well trained and equipped field sales rep is vital to supporting our distribution partners. Therefore, about a year ago, Midmark Corporation launched the MobilePoint software tool with our field sales organization. In that time, we have found that the software allows our reps to demonstrate our expanding line of equipment in a quick, easy and professional manner,” said Midmark Vice President and General Manager Joe Rothstein. “MobilePoint’s unique sales tool helps us close deals more quickly, increase the size of the order, and more professionally support the many distribution reps who partner with us. Certainly, this tool has helped take our sales to the next level.”

“It is exciting to see the success that Midmark has experienced with MobilePoint this past year. MobilePoint has helped Midmark and other manufacturers and distributors transform the way their sales reps work,” said MobilePoint President and CEO Timothy E. Titus. “With the power of MobilePoint, sales representatives don’t need to worry about juggling paper brochures, contracts or other materials. With the touch of a pen, sales reps can access the information needed to help customers make more informed choices and better address their individual needs.”

In addition to Midmark deploying MobilePoint to its sales force, the company has provided Midmark product information and training for MobilePoint to select distribution partners who have implemented MobilePoint, enabling Midmark distributors to generate interest with customers and close more business.

(MORE)

About MobilePoint

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, visit the company's Web site at www.mobilepoint.com or call 949.754.3080.

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CONTACTS:

Erica Marsh
Public Relations Counsel
Graphica, Inc.
937.545.3554
emarsh@graphicadesign.com

Jeff Caldwell
MobilePoint Corporation
949.754.3080
caldwell@mobilepoint.com