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News Release

MOBILEPOINT DEPLOYS B. BRAUN'S SELLING CONTENT TO THEIR MEDICAL PRODCUTS DISTRIBUTORS EQUIPPED WITH TABLET PCs

With MobilePoint's Tablet PC-based selling tool and B. Braun's electronic selling materials, distributor sales representatives can demo, quote and close B. Braun's product solutions on sales calls

Irvine, CA – (October 5, 2009) – MobilePoint Corporation announced today that it has partnered with B. Braun to provide B. Braun's distributors interactive selling content to promote their medical 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 their branded product solutions in the clinical setting.

MobilePoint's pen-based technology allows distributor representatives to easily navigate through B. Braun'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 B. Braun," said MobilePoint's Vice President of Sales, Jeffery Caldwell. "The delivery of B Braun's product information in real time on a tablet PC creates a unique value proposition for the buyer and cements the relationship between the distributor sales representative and buyer as a trusted advisor."

About B. Braun

With U.S. operations headquartered in Bethlehem Pennsylvania, B. Braun has delivered innovative healthcare products, services and educational programs that enhance the care and safety of patients and healthcare professionals in the fields of drug delivery, IV therapy, pain control, clinical nutrition, dialysis and vascular intervention. Their products and services are used in hospitals, outpatient surgery centers and in the home care setting. For more information about B. Braun's products, please visit the company Web site at www.bbraunusa.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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