

News Release

MOBILEPOINT PARTNERS WITH ETHICON TO PROVIDE INTERACTIVE SELLING CONTENT FOR IPAD-BASED SELLING TOOL

Irvine, CA – (November 14, 2011) – MobilePoint Corporation announced today that it has partnered with Ethicon, Inc. to provide interactive selling content for MobilePoint’s new iPad-based sales tool. SalesTrak® Mobile is a set of sales applications that run on mobile devices that helps sales people have more effective conversations at the point-of-selling. The tool supports fast access to sales content such as documents, videos, animations, financial calculators and quotes. Everything they need to answer questions and close business on the sales call is at their fingertips.

MobilePoint’s iPad-based technology allows distributor sales representatives to easily navigate through Ethicon’s product information and pricing, configure solutions and generate quotes in real time before they leave the customer’s office. “We are excited about forming this partnership with Ethicon,” said MobilePoint’s Vice President of Sales, Jeffery Caldwell. “The delivery of Ethicon’s product information on the iPad platform creates a unique value proposition for the buyer and cements the relationship between the sales representative and buyer as a trusted advisor.”

About Ethicon

Ethicon, Inc. is a trusted, worldwide leader in surgical care. For over a century, Ethicon has continuously introduced innovations in wound closure, general surgery, wound management, women’s health and urology and aesthetic medicine that fulfill the company’s vision: restoration of body and of life. Ethicon is a member of the Johnson & Johnson Family of Companies (NYSE:JNJ).

About MobilePoint Corporation

MobilePoint Corporation is an Irvine California-based technology company that builds and deploys mobile-based sales applications for Fortune 1000 company sales forces. These applications deliver to sales people the right information at the right place and time to impact their sales. For more information about MobilePoint’s products and services, please visit the company’s Web site at www.mobilepoint.com

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