

# News Release

## **MOBILEPOINT PARTNERS WITH COVIDIEN TO PROVIDE INTERACTIVE SELLING CONTENT FOR IPAD-BASED SELLING TOOL**

**Irvine, CA – (January 6, 2012)** – MobilePoint Corporation announced today that it has partnered with Covidien to provide interactive selling content for MobilePoint’s new iPad-based sales tool SalesTrak®Mobile. 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 Covidien’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 Covidien,” said MobilePoint’s Vice President of Sales, Jeffery Caldwell. “The delivery of Covidien’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 Covidien**

With U.S. operations headquartered in Mansfield Massachusetts, Covidien (NYSE: COV) offers an extensive product line that spans medical devices, pharmaceuticals and medical supplies that serve healthcare needs in hospitals, long-term care and alternate care facilities, doctors’ offices and in the home. Over the years, they have pioneered a number of medical advances including contrast media, pulse oximetry, electrosurgery, surgical stapling and laparoscopic instrumentation.

### **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](http://www.mobilepoint.com)

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