

# News Release

## **MOBILEPOINT PARTNERS WITH POLYMER TECHNOLOGY SYSTEMS TO PROVIDE DISTRIBUTOR SALES REPRESENTATIVES WITH INTERACTIVE SELLING CONTENT**

***With the MobilePoint selling tool and PTS's Cardiochek™ selling materials, distributor sales representatives can demo, quote and close on sales calls***

**Irvine, CA – (March 15, 2008)** – MobilePoint Corporation announced today that it has partnered with Polymer Technology Systems to provide interactive selling content for their Cardiochek™ point of care lipid analyzer. The selling tool, which is a combination of the latest Tablet PC-based technology running MobilePoint's sales-ready content software, enables distributor representatives to conduct a value based sales discussion with healthcare professionals about the advantages of performing point-of-care testing.

With MobilePoint's pen-based, gesture-drive technology, distributor representatives can easily navigate through Cardiochek™ product information, accessories and pricing, be able to configure a solution and generate a quote in real time before they leave the customer's office.

"We are excited about forming this partnership with Polymer Technology Systems," said MobilePoint's Vice President of Sales, Jeffery D. Caldwell. "The delivery of disease management product solutions creates a unique value proposition for the buyer and cements the relationship between the representative and buyer as a trusted practice advisor."

### **About Polymer Technology Systems (PTS)**

PTS is a privately held, rapidly growing company that delivers point-of-care diagnostics to the global health care market. Since its formation in 1992, PTS has concentrated on developing and licensing various diagnostic products for chronic diseases such as heart disease, diabetes, and other related medical conditions. PTS is headquartered in Indianapolis, Indiana.

### **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, visit the company's Web site at [www.mobilepoint.com](http://www.mobilepoint.com) or call 949.754.3080.

###

### **CONTACTS:**

Erica Marsh  
Public Relations Counsel  
Graphica, Inc.  
937.545.3554  
[emarsh@graphicadesign.com](mailto:emarsh@graphicadesign.com)

Jeff Caldwell  
MobilePoint Corporation  
949.754.3080  
[caldwell@mobilepoint.com](mailto:caldwell@mobilepoint.com)