

News Release

MOBILEPOINT PARTNERS WITH QUIDEL TO PROVIDE DISTRIBUTOR SALES REPRESENTATIVES WITH INTERACTIVE SELLING CONTENT

With MobilePoint's selling tool and Quidel's electronic selling materials, distributor sales representatives can demo, quote and close Quidel product solutions on sales calls

Irvine, CA – (April 20, 2009) – MobilePoint Corporation announced today that it has partnered with Quidel Corporation to provide Quidel's distributor partners interactive selling content to promote their point-of-care, rapid diagnostic 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 Quidel' product solutions in the clinical setting.

MobilePoint's pen-based technology allows distributor representatives to easily navigate through Quidel'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 Quidel," said MobilePoint's Vice President of Sales, Jeffery Caldwell. "The delivery of Quidel's product information and interactive product demonstrations 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 Quidel

Headquartered in San Diego, California, Quidel Corporation (NSDQ: [QDEL](http://www.quidel.com)) is a leader serving to enhance the health and well being of people around the globe through the discovery, development, manufacturing and marketing of rapid diagnostic solutions at the point of care (POC) in infectious diseases and reproductive health. We sell our products to professionals for use in physician's offices, hospitals, clinical laboratories, and wellness screening centers. Our products are focused substantially on family health in areas such as pregnancy, infectious diseases, general health screening, oncology, bone health and autoimmune disorders. For more information about Quidel, please visit the company Web site at www.quidel.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, please visit the company's Web site at www.mobilepoint.com or call 949.754.3080.

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