

# News Release

## **MOBILEPOINT PARTNERS WITH ROCHE DIAGNOSTICS TO PROVIDE DISTRIBUTOR SALES REPRESENTATIVES WITH INTERACTIVE SELLING CONTENT**

***With MobilePoint's selling tool and Roche Diagnostics' electronic selling materials,  
distributor sales representatives can demo, quote and close on sales calls***

**Irvine, CA – (June 22, 2009)** – MobilePoint Corporation announced today that it has partnered with Roche Diagnostics to provide Roche's distributor partners interactive selling content for their laboratory and 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 Roche Diagnostics' products in the clinical setting.

MobilePoint's pen-based technology allows distributor representatives to easily navigate through Roche 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 Roche Diagnostics," said MobilePoint's Vice President of Sales, Jeffery Caldwell. "The delivery of Roche'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 Roche Diagnostics**

Headquartered in Indianapolis, Indiana, Roche Diagnostics offers a broad range of innovative diagnostic tests and systems that play a pivotal role in the groundbreaking area of integrated healthcare solutions. Our products cover the early detection, targeted screening, evaluation and monitoring of the disease. Roche Diagnostics is part of one of the world's leading research-oriented healthcare organizations - the [Roche Group](#). Active in the fields of pharmaceuticals and diagnostics, Roche develops innovative products and services that address the prevention, diagnosis and treatment of diseases, thus enhancing well being and quality of life.

### **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](http://www.mobilepoint.com) or call 949.754.3080.

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