

# News Release

## **MOBILEPOINT PARTNERS WITH BECTON, DICKINSON AND COMPANY TO PROVIDE DISTRIBUTOR SALES REPRESENTATIVES WITH INTERACTIVE SELLING CONTENT**

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

**Irvine, CA – (July 1, 2009)** – MobilePoint Corporation announced today that it has partnered with BD to provide BD's distributor partners interactive selling content for their drug delivery, IV therapy and blood collection 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 BD products in the clinical setting.

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

Founded in 1897 and headquartered in Franklin Lakes, New Jersey, BD (NYSE: BDX) is a leading global medical technology company that develops, manufactures and sells medical devices, instrument systems and reagents. The Company is dedicated to improving people's health throughout the world. BD is focused on improving drug delivery, enhancing the quality and speed of diagnosing infectious diseases and cancers, and advancing research, discovery and production of new drugs and vaccines. BD employs approximately 28,000 people in approximately 50 countries throughout the world. The Company serves healthcare institutions, life science researchers, clinical laboratories, the pharmaceutical industry and the general public. For more information, please visit [www.bd.com](http://www.bd.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](http://www.mobilepoint.com) or call 949.754.3080.

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