

# NEWS RELEASE

## MOBILEPOINT DEPLOYS NEW TABLET PC-BASED SELLING TOOL FOR MWI VETERINARY EQUIPMENT SALES FORCE

*With MobilePoint's selling tool, MWI's Veterinary Equipment Sales Force can demo, quote and close while on sales calls*

**Irvine, CA – (September 2, 2008)** – MobilePoint Corporation announced today that it will be deploying a new selling tool for MWI Veterinary Supply Company's equipment sales force calling on veterinary hospitals and clinics. The selling tool, a combination of the latest Tablet PC-based technology running MobilePoint's sales-ready content software, enables MWI's sales force to quickly access hundreds of equipment items and pricing in front of the buyer by writing directly on the screen of a Tablet PC. With MobilePoint's pen-based, gesture-drive technology, MWI's sales representatives can easily navigate through product information, accessories and pricing, configure a solution and generate a proposal in real time before leaving the customer's office. By having their equipment product offering in front of them, they now can more easily sell complementary products and services while they have the customer's attention.

The sales tool will be used initially at veterinary trade shows to better serve customer inquiries, direct additional traffic to MWI's booth, generate equipment leads and close more business. By streamlining the workflow with the Tablet PC, MWI can better serve its customers' information needs and minimize the need to physically have equipment displayed at their booth.

"We are excited that MWI has chosen the MobilePoint sales platform for their trade show needs and equipment sales force," said MobilePoint's Vice President, Jeffery Caldwell. "Their vision of utilizing MobilePoint to interactively sell across their equipment product line at trade shows is innovative and marks a fundamental change in the way business will be transacted in this environment."

### **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.

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## **About MWI Veterinary**

MWI is one of the largest veterinary distributors in the United States, and is growing significantly faster than the industry as a whole. Their national sales force of more than 160 outside sales representatives and specialists is complemented by an inside telesales team of over 115 people. MWI carries products for every type of veterinarian. They distribute more than 11,000 different products from more than 400 vendors, including all the biggest names in animal health. Small animal, bovine, equine, and exotic practices know that they stock both everyday and specialty items from the industry's best manufacturers.

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