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## **Todd Sherman Named Point Inside Chief Marketing Officer** *Former Amazon and Mercent executive joins rapidly-growing mobile customer engagement company*

**Bellevue, WA — May 3, 2011** —Point Inside™, Inc. ([www.pointinside.com](http://www.pointinside.com)) today announced that Todd Sherman has joined the company as Chief Marketing Officer. Sherman, who most recently was VP of Business Development at Mercent, managed Mercent's business development and partner activities and has more than 20 years of experience in executive management, sales, marketing and technical roles. At Point Inside, he will lead the company's marketing efforts.

"The convergence of smartphones, apps and micro-location capabilities is creating the most significant change in the retail landscape in the last 10 years," said Todd Sherman, CMO at Point Inside. "Point Inside is perfectly positioned to take advantage of these changes by leveraging their unique technologies to help consumers and retailers interact using mobile phones."

Prior to Mercent, Sherman was Director of Strategic Alliances at Amazon, where he built and managed the online retailer's top-tier third-party seller program. The "Sell on Amazon" program grew to deliver one-third of the units sold by Amazon. Sherman, who graduated from MIT with a degree in mechanical engineering, began his career at SGI (formerly Silicon Graphics) in several business development and sales management roles.

Point Inside has developed the Interact Platform, a powerful customer engagement platform for retailers using proprietary indoor mapping and micro-location technologies. Now retailers can connect with customers along every part of their shopping journey, from providing information and reviews during initial product discovery to personalized offers while shopping in-store. Point Inside combines customer intent and preferences with precise knowledge of the customer's location to deliver the most relevant information.

"As we expand our capabilities to provide deep retailer/customer engagement leveraging micro-location based services, Todd is an ideal choice for helping us take advantage of these new opportunities," said Josh Marti, CEO of Point Inside. "His background in retail, sales and marketing goes right to the sweet spot of our business."

**About Point Inside, Inc.**

Point Inside™, Inc.'s Interact Platform enables retailers to proactively engage with customers by leveraging Point Inside's maps, point of interest database, search capabilities. From the initial research through product discovery to the creation of a shopping list and the in-store activities – Point Inside's Interact platform drives increased sales, loyalty and customer satisfaction by facilitating every aspect of the purchase path. This new level of interaction between customers and retailers is made possible through Point Inside's patent-pending technologies in the areas of indoor mapping technologies, micro-location services and customer engagement.

Point Inside also offers consumers a free mobile application, "Point Inside Maps for Airports and Malls", on iOS and Android devices. Users can quickly find stores, gates, kiosks, restrooms, elevators, escalators, and other guest services in over 900 malls and airports.

Founded in 2009 and based just outside of Seattle, Washington, the company is led by a team of executives with decades of experience developing mobile and Location Based Services (LBS) applications for companies such as Amazon, AT&T, Boeing, and Qualcomm. Additional details can be found at: [www.pointinside.com](http://www.pointinside.com); Facebook: [www.facebook.com/PointInside](http://www.facebook.com/PointInside); Twitter: [www.twitter.com/PointInside](http://www.twitter.com/PointInside).

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