

FOR IMMEDIATE RELEASE
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Just in Time for the holidays, a New Shopping App Powered by Point Inside

New free app enables shoppers to find stores, services, special deals and events in 160 malls right on their smartphones.

Bellevue, WA — November 19, 2010 —Point Inside™, Inc. (www.pointinside.com) today announced that a new free app from General Growth Properties, launched last month, was built upon its mobile destination content platform. This free mobile app enables shoppers to find stores, services, special deals and events at 160 General Growth Properties' shopping malls. GGP's "The Club," is an opt-in, on-line forum where shoppers can have fun, gain access to special events and receive special deal offers by email or text. The mobile application allows users to instantly view mall directories and maps and gain access to the latest deals and events within their chosen GGP mall. From November 1st through February 1st, users of The Club's Mobile App will also be able to participate in the "Play-a-Day game," which allows users to shake a virtual snow globe for a chance to win a \$100 Shop Etc. Mall Gift Card.

"The Club's Mobile App offers everything the busy consumer needs to make their shopping mall experience better. From finding the hottest deals to quickly finding the way to favorite retailers and restaurants in the mall, not only is The Club's App a time saver, it can be a money saver too," said Keith Maladra, VP of Consumer Relationship Marketing at GGP. "We are in the age of mobile and this free app demonstrates just one way GGP is committed to enhancing the shopping mall experience through use of the technology that consumers enjoy every day."

Point Inside's platform facilitates the aggregation, delivery and search of destination-specific content, adding the critical context of *location* and value-added content found at a specific destination, such as retail stores, services, sales, events and promotions. This marrying of '*what*' to '*where*' enables consumers to quickly find what they need at their chosen destination.

"This project provides even more evidence that our platform is robust and scalable enough to meet the needs of even the largest customers, with hundreds of locations," said Jon Croy, VP Business Development and co-founder at Point Inside. "We're syndicating GGP promotions and events at locations across the U.S., in near-real-time, providing GGP shoppers with the most accurate, up-to-date information available."

“The Club” app is available for free for Android devices in the Android market and for iPhone and iPod touch at www.itunes.com/appstore. For screen shots and video please visit <http://www.pointinside.com/press> and select Media Assets.

About Point Inside, Inc.

Point Inside™, Inc. offers a mobile destination content platform that enables third parties to leverage Point Inside’s maps, point of interest database and search capabilities. The platform is available for license, and licensees can integrate their own detailed, value-added information on top of designated maps. 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 800 malls and airports. Founded in 2008 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;

Facebook: www.facebook.com/PointInside; Twitter: www.twitter.com/PointInside.

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