

FOR IMMEDIATE RELEASE
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Point Inside announces mobile shopping platform - Interact™

Retailers can engage shoppers along every step of the shopping process

Bellevue, WA – July 7, 2011 – Point Inside™, Inc. (www.pointinside.com) the leader in integrated mobile technologies for retailers, announces the Point Inside Interact™ platform, a new mobile shopping platform for retailers to engage shoppers along every step of the shopping process. Retailers can now gain a greater understanding of their customers that starts with the buying-intent expressed in the shopping list through an understanding of exactly where the customer is within the store.

By using Point Inside's patent-pending micro-location technologies along with the integrated Engagement Engine, retailers can deliver highly relevant and location-aware messages to customers. These messages can be advertisements, special offers, coupons, and promotions to help customers make the best purchase decisions.

“Point Inside Interact helps retailers connect with customers through the always present, always on device – the smartphone,” says Todd Sherman, Chief Marketing Officer at Point Inside. “Retailers can leverage Point Inside Interact within their branded shopping apps to increase sales and drive high levels of customer satisfaction and increased loyalty.”

Key capabilities of the Point Inside Interact platform include:

- Engagement Engine for sending personalized messages to enhance customers' shopping experience, including micro-location-aware communications.
- Micro-location that understands where your customer is at any time, including their exact position within the store.
- Indoor mapping based upon interactive and dynamic maps of mall and in-store locations.
- Analytics to help understand where your customers spend their time, including heat maps of where they are in the store.

For more information on Point Inside Interact, visit www.pointinside.com.

About Point Inside, Inc.

Point Inside has transformed the shopping experience by enabling retailers to engage proactively with customers through their smartphones at every point along the

purchase path. Mobile apps driven by the Point Inside Interact™ platform increase sales, loyalty and customer satisfaction from initial research and product discovery to the creation of shopping lists and in-store activities. This new level of customer engagement is made possible through Point Inside's patent-pending technologies in indoor mapping, micro-location services and customer engagement. Apps using Point Inside Interact include Meijer Stores' *Find-it* and General Growth Properties' *The Club Shopping Mall Guide*.

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 in retail, software development, wireless telecommunications and developing mobile and location-based services (LBS) applications for companies such as Amazon, AT&T, Boeing, Mercant, 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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