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## Point Inside Adds Maps of Southern California Theme Parks to Free App



Point Inside, the maker of the #1 free mall and airport map app, announces the release of “in park” maps for top Southern California destination theme parks. These new interactive maps help tourists find rides, places to eat, shops and other attractions as well as their own location within the parks, and how to get from one place to another.

This update to Point Inside Maps for Airports and Malls now includes maps of Disneyland, Disney California Adventure Park, LEGOLAND, Universal Studios, and SeaWorld. Point Inside automatically tells you where you are within the parks and provides details on each of the attractions, including short descriptions and hours of operation.

“The Point Inside app is focused on helping people find and navigate within venues,” says Todd Sherman, CMO at Point Inside. “By using the free Point Inside app, visitors to these theme parks can easily find where they are and where they want to go, greatly enhancing their in-park experience. We are continuously adding significant new features to the app to help people find more of what interests them most.”

The Point Inside app includes:

- Detailed maps for more than 1000 venues, including shopping malls, airports, and theme parks.
- Information on stores, restaurants, attractions, and other points of interest including restrooms, ATMs, and events.
- The app is available for iPhones, iPads and Android devices.

For more information on Point Inside please visit <http://www.pointinside.com/point-inside-maps-for-airports-malls/>.

## **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.

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).