

FOR IMMEDIATE RELEASE
December 6, 2010

CONTACT: Emily Marshall
Phone: 206-660-3304
Email: Emily@pointinside.com

It's About Getting Too – Popular Navigation App Point Inside Adds “Wish List” Feature

Just in time for the holidays, shoppers can build their “personal gift registries” by scanning products while shopping, and then sharing via Facebook.

BELLEVUE, WA — December 6, 2010 — Point Inside, Inc., a leading mobile destination content platform (www.pointinside.com), today announced the release of its new Wish List feature in its free mobile app, Point Inside for Airports & Malls. Available for iPhone, iPod touch and iPad, shoppers can now see a product they like, scan and add the product to their Wish List, and then post their List to Facebook for friends and family to use this holiday season. The Wish List feature leverages Point Inside’s detailed map and directory information, including more than 250,000 points of interest, for over 750 malls and 100 airports around the world. It is like having a personal wedding registry in any store, in any mall.

“We wanted to do something fun and unique for our users this holiday season,” said Josh Marti, CEO and co-founder of Point Inside. “Other apps ask you to scan items for product check-in rewards, but you rarely receive the actual item. Now with Point Inside Wish List, you can scan in products, share a List and make it easy for friends and family to get you exactly what you want. For the first time ever, the whole mall is your very own personal gift registry.”

The new feature is simple to use. Shoppers designate the mall, choose an item, select the store, and scan the product – it is all added to their Wish List. Not only is the product information saved, but also the exact location of the store in the mall where the product was found. This makes it easier for friends and family to shop, with the added benefit of driving foot traffic back to the retail stores. If product look-up information is not available, users can add their own item including a product picture, description, price and comments. This provides flexibility for devices without cameras and allows shoppers two ways to populate their lists, guaranteeing any product can be added to the List at any time.

The Point Inside App with the Wish List feature is available for free from the App Store on iPhone®, iPod touch® and iPad® devices at www.itunes.com/appstore/. An Android version of the app is currently in development. For screen shots of the new feature visit <http://www.pointinside.com/press> and select Media Assets. The Point Inside App is featured in Apple’s iTunes® store in “Apps for Shopping” and “App Store Essentials - Traveling Home”.

JiWire's™ latest [Mobile Audience Insights Report](#) bodes well for Point Inside's location-based mobile app and its Wish List feature. According to the JiWire survey, 89 percent of the 1,200 consumers interviewed plan to use location-based services for holiday planning and related activities. Of these, 61 percent report that finding a store location is the most valuable feature of location-based media.

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 850 malls and airports. Founded in early 2009 and based just outside of Seattle, 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; and Twitter: www.twitter.com/PointInside.

For more information, contact:

Emily Marshall, Marketing Manager, Point Inside, Inc. at Emily@pointinside.com or via mobile at 206-660-3304