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Pete Coleman joins Point Inside as Vice President of Sales *Former Kaseya executive joins rapidly-growing mobile customer engagement company*

Bellevue, WA — August 18, 2011 —Point Inside™, Inc. (www.pointinside.com) today announced that Pete Coleman has joined the company as Vice President of Sales.



Coleman, who most recently was VP of Enterprise Sales at Kaseya, has more than 15 years of experience in sales and sales management in the information technology industry. At Point Inside, he will lead sales and business development.

“Point Inside is leading the charge on the use of mobile technologies for retailers to drive additional revenue and customer loyalty,” Coleman said. “It is exciting to see Point Inside’s unique capabilities help customers find products and engage them in real-time with highly relevant offers and messages.”

While at Kaseya, Coleman led a team of seasoned software sales professionals responsible for serving the needs of Kaseya’s enterprise market segment in North America, delivering substantial year-over-year revenue and customer acquisition growth. Previously, he held sales and executive positions at IBM, Talisma Corporation and Captura Software. Coleman is a graduate of the University of Notre Dame.

Point Inside recently announced the Point Inside Interact™ platform, a powerful customer engagement platform for retailers that uses 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 our mobile technologies, we are very excited to have Pete join our team,” Point Inside CEO Josh Marti said. “His leadership in sales will help take Point Inside to the next level.”

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 1,050 malls and airports.

Founded in 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; Twitter: www.twitter.com/PointInside.

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