

FOR IMMEDIATE RELEASE
August 4, 2011

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Point Inside Partners with U-1 Miss Oh Boy! Oberto Hydroplane at Seafair



Point Inside is proud to announce its partnership with the Oberto Sausage Company and the sponsorship of the U-1 Oh Boy! Oberto boat. The boat will compete at Seafair in the Air National Guard H1 Unlimited Series

for the Albert Lee Cup. The races will take place Friday, August 5, through Sunday, August 7, at Genesee Park/Lake Washington.

“It is very exciting to be associated with Miss Oh Boy! Oberto. Point Inside is involved in Seafair and the hydroplane races because it’s an important part of Seattle’s heritage and we want to contribute to the community as much as possible,” says Josh Marti, Point Inside CEO, founder and Seattle native. “I grew up in Seattle and look forward to Hydros and Blue Angels every summer.”

“Racing in Seattle at Seafair is a homecoming and we look forward to the competition, and winning,” said Larry Oberto, Sports Marketing Technical Director for the Oberto Sausage Company. “Partnering with Point Inside is a part of our commitment to working with local companies.”

The Unlimited Hydroplane class races in Seattle started in August in 1951 on Lake Washington. The boats travel in excess of 190 mph and are powered by Bell Huey helicopter engines.

For more information on the Air National Guard H1 Unlimited Series visit www.h1unlimited.com.

For more information on Seafair, visit www.seafair.com.

For more information on Oh Boy! Oberto visit www.oberto.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.

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