

FOR IMMEDIATE RELEASE
September 13, 2011

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Point Inside Announces Enhanced Point Inside Shopping and Travel App

The power of indoor maps combined with hundreds of thousands of deals

Bellevue, WA — September 13, 2011 — Point Inside™, Inc. (www.pointinside.com), the company that has transformed shopping by engaging customers through their smartphones at every point along the purchase path, announces the release of Point Inside Shopping & Travel 3.0 for Android-based devices. Building on its highly intuitive interactive mapping interface and location technologies, shoppers are now able to see special offers, deals and coupons available within malls and from millions of other national and local retailers.

Point Inside 3.0 is free and combines indoor mapping technology and expertise with deep retailer offer data. For the first time, shoppers are able to easily find deals superimposed on maps of their favorite stores within shopping malls and other locations.

“The users of the Point Inside app have told us how much they enjoy using the indoor maps of malls and airports,” said Josh Marti, CEO of Point Inside. “Now they will also discover the special offers and deals that are available from merchants inside those venues plus millions of additional retailers. This is a significant step forward in how customers will find deals. And it’s just the beginning of where we’re headed.”

Key new features include:

- Hundreds of thousands of deals by location and venue, such as a specific mall or selected geographic areas
- Special offers from national brands and local retailers
- Listings of millions of retailers searchable by location and category including clothing and electronics
- In-venue navigation features with routing

Point Inside Shopping & Travel also includes:

- Maps of over 1100 shopping malls, airports and theme parks
- Store and shop directory information including store hours, contact information and special events
- Complete list of services including restaurants, restrooms, ATMs, parking, elevators, escalators, rental cars, gates and ticketing counters.
- Driving directions to locations



About Point Inside, Inc.

Point Inside's Interact™ platform drives mobile apps that increase sales, loyalty and customer satisfaction from initial product research and discovery to the creation of shopping lists and in-store activities. Customers can find exact locations of products within stores and get optimized routes through stores based on their shopping lists. Retailers can present offers to customers within shopping lists and in real-time while they are shopping, based upon understanding of their buying intents, purchase history and location within the store. 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 Shopping & Travel 3.0, on iOS and Android devices. Point Inside's highly intuitive mapping interface helps users quickly find stores and special offers in over 1100 mapped venues and over one million other retailers. For travelers, airport maps include gates, ticketing counters, restaurants, taxi stands, restrooms, elevators, escalators, and other points of interest.

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.