

**FOR IMMEDIATE RELEASE**

**Point of Reference Participates in Customer Reference Forum Europe**

*October 23-24 2006*

**London, October 25, 2006** – Darren Smith, Point of Reference Vice President, was on hand for the first Customer Reference Forum Europe held in London October 23-24. Customer reference professionals from industry leaders including SAP, Hyperion, and IBM joined their counterparts from smaller firms to discuss, brainstorm, and validate best practices customer reference programs.

“The customer reference arena here is around six months behind things in the U.S.,” said Darren, “but it is catching up fast. The people that I met in the sessions are highly qualified and highly motivated to demonstrate the value of reference programs within their companies. I think this forum really helped the community here take a big leap forward.”

Point of Reference is a founding sponsor of the Customer Reference Forum, the customer reference community’s highest profile educational and network event.

“Having Point of Reference represented at this first European forum was really valuable,” said Bill Lee, founder of the Customer Reference Forum. “They have been a part of the forum from the very beginning, and their participation here provides continuity and insight that couldn’t be gained another way.”

**About Point of Reference**

Point of Reference provides a full complement of customer reference program services to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include a hosted reference management software solution, and recorded content development services based on a well-honed interview methodology. With Point of Reference, clients can finally orchestrate coordinated customer reference activities, inject references into sales and marketing opportunities with less time and hassle, and build a library of 24/7 available customer references to end burn-out. For more information visit: [www.point-of-reference.com](http://www.point-of-reference.com).

**Media and Analyst contact:** Trish Lambert at [pr@point-of-reference.com](mailto:pr@point-of-reference.com)

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