

FOR IMMEDIATE RELEASE

**Point of Reference Customers to Speak at
2008 Annual Customer Reference Forum**

February 12, 2008 – Point of Reference, a founding sponsor of the customer reference community's most high profile educational and network event, The Customer Reference Forum, will again sponsor the Berkeley, California event set for February 18-20, 2008.

“This forum increases in value every year, and 2008 is no exception,” said David Sroka, President of Point of Reference. “I look forward to hearing from some of the best minds in the customer reference sector, and to comparing notes with both new and seasoned practitioners.” This year Point of Reference will also be releasing the results of a 6-month effort to define a maturity model for customer reference programs.

Many Point of Reference clients are featured speakers at the forum, and will be presenting on a range of timely and informative topics related to customer reference program management. In addition, there will be ample opportunity for one-on-one networking and discussion. A complete event agenda is available at <http://www.customerreferenceforum.com>.

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.

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