

FOR IMMEDIATE RELEASE

Point of Reference Upgrades Customer Content Microsite Feature

Site for Sharing Content with Prospects Now More Intuitive

DENVER, CO – January 24, 2012 – [Point of Reference®](#), the industry thought leader in [customer reference management](#) solutions, today announced significant enhancements to the customer content Microsites feature, native to their flagship technology, ReferenceStor™, a hosted customer reference management system. Point of Reference was the first company to offer Microsites as a way to selectively share content that's relevant to a prospective buyer's needs.

“The redesigned Microsites will offer an improved user experience by offering an updated design that resembles the look and feel of social sites such as Facebook,” according to David Sroka, CEO of Point of Reference. “We're also pleased to be rolling out a number of Microsite features that will offer a better experience for the sales rep and for the prospect, including personalization, organization, content rating and social sharing capabilities.”

Specifically, the newly released Microsite capabilities include:

- A current design immediately familiar to users of Facebook, LinkedIn, and other social sites for intuitive navigation
- The ability to personalize the Microsite title to the intended audience
- The ability to organize content by the mode of consumption, i.e., watch, listen, read, for improved usability
- Inclusion of recorded references, previously maintained separately, into the “Watch” section of the Microsite for convenience
- 4-star visitor rating capability for feedback and ranking of content
- Social sharing capability to enhance viral marketing

ReferenceStor is the industry's leading reference management system. The system has been designed to support the primary objectives, key processes and workflows of a dynamic customer reference program. The enhanced Microsites are available today for no additional cost with all ReferenceStor implementations.

For more information, visit Point of Reference at www.point-of-reference.com.

About Point of Reference®: Since 2003, Point of Reference has been helping companies leverage customer references to fuel business growth and fortify brands. With complete perspective and proven execution, we integrate scalable technology, content and supplemental staffing solutions that organize and

optimize authentic customer voices. By combining decades of industry expertise along with a suite of business-to-business customer reference management solutions, Point of Reference helps its clients orchestrate coordinated reference activities, inject relevant customer references and related content at the critical time in a sales opportunity, including a library of 24/7 available customer interviews. For more information, visit www.point-of-reference.com.

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