

Point of Reference Announces Launch of New Industry Resources

Denver-Based Reference Management Company Unveils New Customer Reference Industry Resources

DENVER, CO – March 2, 2009 – Continuing on their mission to provide stress relieving [customer reference program solutions](#), Point of Reference announced today the launch of a new company Web site, blog and resource portal for customer reference professionals. The blog and resource page provide education and best practice sharing for industry professionals and are based on the company's extensive experience in the field.

"We provide more than just systems and content development solutions," said David Sroka, president and CEO of Point of Reference. "We get a lot of satisfaction in helping our customers take their reference program to the next level by taking advantage of the insights we've amassed from nearly six years in this industry. We want this information to be accessible and to build an industry resource. The more we can all share ideas, thoughts, and tools through whatever medium available – a blog, Twitter, website, podcasts, video - the more this community of ours continues to grow and thrive"

Customer Reference Insights, the new blog by David Sroka and Darren Smith, the founders of Point of Reference, will provide frequent, practical tips to the customer reference professional. In addition to simply accessing information, the blog format allows readers to engage in conversation with these two customer reference experts via the comments forum. The newly designed Web site will include a resource page with podcasts and webinars, as well as links to other useful resources. The newly released Point of Reference podcast series will explore the Customer Reference Maturity Model. It will provide customer reference managers with a way to assess their program's progress and set a course for reaching the next level.

"As founding sponsors of the annual Customer Reference Forum event, David and Darren are strong believers in the power of knowledge sharing." said Bill Lee, president of the Customer Reference Forum. "They continue to be committed to formalizing what they've learned and sharing it with community members."

Point of Reference plans to continue building and adding resources into the re-designed Web site as customer needs and wants surface. For more information, or to visit our new site, visit www.point-of-reference.com, or contact us at (800) 708-4857.

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 ReferenceStor, a hosted reference management software solution, and TruPoints, 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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