

**FOR IMMEDIATE RELEASE**

**ReferenceStor Receives Certification for Salesforce.com's AppExchange**

*Fully Integrated Functionality Considered Ultimate "Mash Up"*

**September 8, 2007** – Point of Reference and Salesforce.com announced jointly today the certification of the Point of Reference ReferenceStor reference management solution as part of its AppExchange program. This marks the first time a reference management system has achieved full interface integration with the Salesforce.com toolset.

"The easy way to 'integrate' with Salesforce.com is to use pop-up windows that essentially show the application with its native interface," said Darren Smith, Point of Reference Vice President. "We didn't take the easy route. We didn't want sales users to feel as if they were leaving Salesforce.com, or to have to learn another interface."

The ReferenceStor for Salesforce.com integration allows sales users to search for reference content, companies and contacts, submit requests, and track the usage of references in their opportunities without ever leaving the system.

"Customer Reference Managers within Salesforce.com customer sites continue to benefit from the feature-rich, easy-to-use administrative interface of ReferenceStor, where they tend to spend the majority of their time," Smith said. "It's the best of both worlds really. Each group of users lives in the interface with which they're most comfortable."

As required by any AppExchange certification applicants, ReferenceStor underwent an exhaustive 3rd party security assessment conducted by Symantec.

"It really put our system to the test, and we passed with flying colors," said Smith, "That assessment was valuable not only for the certification, but for the peace of mind of our current and prospective customers."

**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).

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