FOR IMMEDIATE RELEASE

inContact to Simplify Customer Reference Management with Point of Reference Solution

ReferenceStor Cloud Offering Provides Global Visibility to Reference Activity

DENVER, CO – May 25, 2011 – Point of Reference®, the industry thought leader in customer reference management solutions, today announced that inContact, Inc., the leading provider of on-demand contact center software and contact center agent optimization tools, has purchased ReferenceStor™ to simplify management of their global customer reference program. ReferenceStor is a cloud solution that serves as a reference database and process management system.

"We considered all the serious contenders in the market and Point of Reference took a different approach," said Durinda Biesman, senior vice president at inContact. "They have strong technology, but it was their program expertise that sold us. Point of Reference offered more than just a tool."

Prior to ReferenceStor, the process of putting existing customers in touch with prospects during the sales cycle was managed through a spreadsheet and close coordination between several employees. ReferenceStor will automate and simplify the process, making inContact better able to put the right reference in front of the prospect at critical stages of the sales cycle. ReferenceStor will give inContact global visibility to relevant customer references as well as customer videos, case studies and whitepapers appropriate for the sales stage of an opportunity. ReferenceStor is integrated with Salesforce, allowing sales users at inContact to search for reference content, companies and contacts, submit requests, and track the usage of references in their opportunities without ever leaving the system.

"We're very pleased to add inContact to our list of successful B2B clients," said David Sroka, CEO at Point of Reference. "By providing a self-service environment with easy access to all customer reference-related resources, ReferenceStor will provide inContact with a boost in sales productivity and effectiveness."

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

About Point of Reference®: Point of Reference provides a full complement of customer reference management solutions to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include ReferenceStor™, a cloud-based customer 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

About inContact: inContact helps contact centers around the globe create profitable customer experiences through its powerful portfolio of cloud-based contact center software solutions. The company's services and solutions enable contact centers to operate more efficiently, optimize the cost and quality of every customer interaction, create new pathways to profit and ensure ongoing customer-centric business improvement and growth. To learn more, visit www.inContact.com.

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