



Smartphone and Cloud-Based Mobile Workforce Solutions

Press Release

FOR IMMEDIATE RELEASE

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MECL-SONY Selects MobiWork® For Its Field Marketing Operations.

MobiWork's Field Marketing solution chosen after extensive reviews by MECL-SONY for its merchandiser and promoter fleet.

Boca Raton FL, March 26, 2014: Florida based MobiWork® today announced that MECL- SONY, the exclusive distributor of SONY consumer electronics, IT & entertainment related products for the Kingdom of Saudi Arabia, has selected MobiWork MWS® for its field marketing operations and merchandiser network.

MECL – SONY underwent a rigorous selection and evaluation process before selecting MobiWork. The solution had to address the entire needs of both their fleet of merchandisers and their office based management team: time and location tracking, route planning, product catalog and store inventory management, sales target management, sales orders capture, sales rankings and achievements management, messaging capabilities, dashboards, automated reports... and the solution also had to operate when there is no (or limited) network connectivity.

"Our goal was to select and put in place the best solution possible for our operations. MobiWork was the clear choice". said Khaled Yousef, MECL - SONY Marketing Manager. *"We have successfully deployed the solution in Saudi Arabia. SONY Middle East and Africa headquarters based in Dubai - who have been involved in all aspects of the solution, are also looking forward to implementing the MobiWork solution within their countries."*

Hervé Rivère, founder and CEO of MobiWork® stated: *"We're very excited to be recognized by such a leader and we look forward to expanding our relationship in the coming months"*.

About MECL-SONY

Modern Electronics Company Limited (MECL) is the Kingdom of Saudi Arabia exclusive distributor of SONY consumers electronics, IT & entertainment related products. Founded by HRH Prince Abdullah Al Faisal in 1970, MECL is a subsidiary of the Al Faisaliah Group Holding and SONY, the leading consumer electronics brand. MECL has a total team strength of about 500 employees and an extensive network of about 600 dealers, 44 fully owned showrooms, and 14 service centers spread throughout the Kingdom.

For more information visit www.mecl.com.sa.



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About MobiWork

MobiWork[®] is a privately held software technology company based in Florida, specializing in smartphone and cloud based mobile workforce solutions for field sales, field marketing, field services and logistics. MobiWork[®] solutions increase productivity, improve information exchange and customer satisfaction. They are deployed in minutes, cost effective, highly customizable, easily integrated with existing software, and reflect best business practices.

For more information visit www.mobiwork.com or contact 1-888-MOBI-WRK or sales@mobiwork.com.

