

POINT IT! ATTRACTS TOP LEVEL CEO

Key Hire for fast growing Search marketing firm

Monday, July 21, 2008

SEATTLE, WA: July 21, 2008 — Point It! Inc., Seattle's largest independent search marketing firm has announced the hiring of Tim Riley as CEO.

An experienced growth manager of service businesses, Tim founded Door to Door Storage and grew it to a two-time Inc. 500 fastest growing company. Tim and Patrick Goodwin (Point It's current CFO), took the company from under \$1M in sales to \$20M. While at Door to Door, Tim learned about the power of search and recognized how vital it is to virtually every company. After meeting the founders of Point It four years ago, he took an active role with Point It's Board, getting first hand knowledge of the progress and challenges of the company.

"Tim represents an important piece in the management puzzle that will enable us to continue our rapid growth and navigate us to the "next level" said Jon Lisbin, former CEO and founder of Point it. I'm proud of founding Point It and growing it to this point but recognized we needed a new set of skills for the next stage in our growth. Tim's a 'roll up your sleeves' manager with the passion and experience we were seeking for this leadership position."

Jon Lisbin will move to a strategic marketing role with the company. Co-founder, Eric Layland will be taking on a sales and business development focus; along with Patrick Goodwin as CFO rounding out the executive team.

About Point It!

Point It! is a Seattle Based Search Marketing firm that specializes in Pay Per Click (PPC), Search Engine Optimization (SEO), Landing Page Optimization, Web Analytics and web marketing consulting services. Founded in 2002, Point Its! Full Service Management solution delivers web conversions and actionable results so businesses can focus on servicing their clients instead of marketing to them. Point It! services over 40 active clients, including leading national companies such as ShareBuilder/ING and Microsoft. For more information contact Point It! at 888-33-POINT or visit www.pointit.com