

Point It Selects Seattle Hi-Tech Veteran as Vice President of Sales

SEATTLE, WA, March 30, 2009 — Point It, Seattle's largest independent search marketing firm, today announced that Frank Coyle has been appointed Vice President of Sales, where he will be tasked with growing the company's Pay Per Click (PPC), Search Engine Optimization (SEO) and social media revenues. He will also play a key role in building revenues, strategic partnerships and agency relationships, as well as helping to determine the strategic direction of the company.

"We selected Frank as our new Vice President of Sales because of his extensive and well-rounded background in marketing and sales – not only in building revenues and brand recognition, but in influencing the overall direction of the companies' and clients' business," said Jon Lisbin, principal and founder of Point It. "We look forward to seeing Frank in action and know he'll be a key member of our management team and staff."

Coyle brings more than twenty years of experience in marketing, sales, finance and IT, and boasts a long track record of propelling companies to the top of their market space, including Asymetrix Learning Systems, Detto Technologies and Arabesque Software. Prior to joining Point It, he worked as a strategic marketing consultant with clientele including Microsoft, Adobe and GemStar-TV Guide, and most recently ran an Internet marketing consulting practice providing search expertise to small- and medium-sized businesses. Coyle holds a Bachelor of Science degree in mathematics from the University of Glasgow and an MBA from the Stanford Graduate School of Business.

"Point It truly is a search leader both locally and nationally," said Coyle. "Rather than focusing on only one small aspect of search marketing, Point It sees the entire sales picture and determines how to best contribute to a client's bottom line. I am honored to join the team and play a role in the future of the company, which I anticipate will be very bright."

About Point It

Point It, a pioneer in search marketing, is a Seattle-based 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 It services a broad range of clients from small start-ups to leading national companies such as ShareBuilder and Microsoft. Point It managed more than thirty million dollars in search engine media in 2008. For more information visit www.pointit.com.

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