

# POINT IT! ATTRACTS TOP LEVEL EXECUTIVE TO KEY MANAGEMENT POSITION

*Vice President of Sales and New Business Development Key Hire for fast growing Search marketing firm*

Monday, October 30, 2007

SEATTLE, WA: October 30, 2007 — Point It! Inc., the fast growing search marketing firm based in Seattle, WA has announced the hiring of Scott Craig as Vice President of Sales and New Business Development.

Mr. Craig joins Point It! with more than 10 years of experience in sales management, most recently serving as Director of Sales at Buzz Logic, a San Francisco-based on-demand software company that enables marketers to identify who is influential within specific conversations taking place in social media, and to use this information to better manage their brands, reputations, products and customer relationships. Prior to working at Buzz Logic, Mr. Scott was Managing Partner at Liberty Pacific Capital, a Seattle based venture capital firm that provided early round funding for companies including Screen Life, Giant Campus and Buzz Logic. He was also the Director of Sales and Marketing for Door to Door storage helping the company become Washington's fastest growing company in 1998. Mr. Scott graduated with a BA in Business and a Minor in Economics from the University of Puget Sound.

“Scott represents an important piece in the management puzzle that will enable us to continue our rapid growth by attracting mid-tier lead generation companies to Point It!” said Jon Lisbin, CEO of Point it.” Scott's roots in the high tech marketplace and his vast experience in the venture capital community will help us maintain our rapid growth and provide our customers the search marketing expertise they have expected from us for the last 6 years.”

## **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, Cisco, and Microsoft. For more information contact Point It! at 888-33-POINT or visit [www.pointit.com](http://www.pointit.com)

