

Contact:
Lisa Gonzales, Atomic PR
415-402-0230
lisa@atomicpr.com

**The Point Awarded Illinois Information Technology Association's Prestigious
CityLIGHTS Newcomer Award**

Social Activism Site Named Best and Brightest Technology Start-Up

CHICAGO, April 7, 2008 — The Point (www.thepoint.com), a platform for group action that enables people to solve problems that require a critical mass of participation to succeed, today announced it has been awarded the CityLIGHTS Newcomer Award by the Illinois Information Technology Association (ITA). The award recognizes The Point for having the strongest potential of any Illinois start-up to grow into a solid presence in the technology marketplace.

Now in its ninth year, CityLIGHTS recognizes leading technology companies and individuals in the community whose innovation and success are driving change in Illinois. The Newcomer Award winner must have exhibited early advancements in developing a sustainable business model. The Point's success to date is highlighted by benchmarks that include raising \$4.8 million in first-round funding from leading venture capital firm New Enterprise Associates (NEA), as well as launching its 'Ultimatums' application on Facebook to harness the passion of its users to bring about measurable change.

"The Point is a natural adaptation of collective action on the Web to make group action truly efficient," said Andrew Mason, Founder and CEO of The Point. "We are truly honored to receive the Newcomer Award as it demonstrates The Point's true power and effect on the relationship between individuals and organizations."

The Point's launch last year marked a new way for people to come together to make things happen. With its groundbreaking platform, The Point enables individuals to harness the power of the group to accomplish things that require a critical mass. While there are companies that might focus on fundraising or bringing about change in the world through social action, The Point is the only site with the capabilities to host fundraisers, social contracts, ultimatums and group purchases.

About The Point

Established in 2007 in Chicago and empowered by tipping point methodology, The Point is a platform that helps individuals organize efficient group action, leveraging the power of the Web to solve problems and catalyze change. Learn more at <http://www.thepoint.com>.

About the ITA

With roots dating back to 1982, the Illinois Information Technology Association (ITA) represents the interests of a diverse membership of more than 400 companies in Illinois that create, deploy and utilize information technology as a core part of their organization. By connecting members with industry peers and participants, providing the latest strategic information, market research and critical market insight and by promoting key thought leaders to raise visibility and gain a greater market awareness and presence, ITA is focused on building and developing the Illinois technology community through collaboration. Additional information is available at <http://www.illinoistech.org/>.

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