



ADVANTAGE WAYPOINT LAUNCHES REVOLUTIONARY FIELD FOCUSED MOBILE APPLICATION TOOL

May 13, 2013 – Tampa, FL – Advantage Waypoint announces the launch of AWP Mobile, a new, first of its kind technology that completely revolutionizes the way AWP's sales associates and their clients conduct business. Based on a proprietary innovative technology, the AWP Mobile application enables access to critical product information to provide:

ANSWERS. ANYTIME. ANYWHERE.

AWP Mobile's offering is built to provide sales associates with the following:

- **Real time information**
Instant access to nationwide permission based product stock information by location, distributor and SKU that improves overall sales force performance.
- **Consolidated database**
Collection of accurate information from manufacturers and multiple distributors organized for easy search and retrieval.
- **Filtered searches**
Easy to use screening tools for tailored findings by clients, distributors and operators.

- **Product availability**

Identify all the available products in the operator's immediate area by SKU in real time with distributor locations, contact details and shipping availability.

"AWP Mobile has created access to reliable insight and information like we've never seen before. This is new territory for foodservice" said Bud Taylor, CEO of Advantage Waypoint. "This launch is the culmination of years of work by experts that understand the unique nature of the foodservice industry and are determined to provide the best valuable and actionable data for our clients and customers."

Advantage Waypoint will be demonstrating their application at their Third Annual Advantage Waypoint NRA Reception in Chicago on Friday, May 17th, 2013.

Advantage Waypoint is the only national foodservice sales and marketing agency providing an ideal combination of talent, resources and experienced management across all fifty states. Advantage Waypoint continues to focus on adding and delivering value to the evolving foodservice industry and all of its channel participants.

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