

**FOR IMMEDIATE RELEASE****MiniMate Wins Mobile Star Awards in Field Sales, Field Inspections, and Field Service Success Story**

**Port Washington, NY, October 8, 2007** — Prism Visual Software, a leading provider of comprehensive sales & operational routing software announced today that its mobile routing software, MiniMate, as well as its success story about implementing MiniMate at Pinnacle Distribution have won Silver and Bright Stars Mobile Star Awards™ from MobileVillage®, the 14-year leader in market development and news services about mobile technology.

*MiniMate*™ is Prism's wireless mobile operational and customizable routing software for distribution companies of pre-order, delivery, route sales, sales order, and equipment service and repair. *MiniMate*™ integrates with legacy accounting systems, including QuickBooks®\*, Visual AccountMate, and Microsoft Dynamics GP (GreatPlains).

Lorraine Keating, president and owner of Prism, says: "I thank those who voted for our handheld routing solution. MiniMate is a sophisticated mobile routing solution that is unique in its class for anybody with a truck on the road delivering products or services to businesses. I am pleased that our software received this recognition."

The annual Mobile Star Awards™ are awarded according to the number of votes received on Mobile Village's website. The awards program aims to honor and promote the best companies, products, deployments, and leaders in mobile and wireless technology. Winners are chosen by subscribers to *Go Mobile*®, MobileVillage's free online newsletter sent to technology executives, mobile professionals, IT managers, developers, and top tech journalists.

Prism Visual Software has been recognized with the following awards:

- Enterprise Software: Field Inspection, Silver Star
- Enterprise Software: Field Sales, Bright Star
- Success Story: Field Service, Bright Star

"Today there are more mobile and wireless products, and more mobile users than ever before," says MobileVillage Editor Gary Thayer. "So there's a natural need for people to see and compare what's out there. This year nearly 2,000 MobileVillage readers cast votes. These people have a great knowledge of mobile products and success stories, and are eager to share that knowledge with others. I am glad to see that Prism Visual Software's routing software, MiniMate, won several stars again."

**About Prism Visual Software**

Prism Visual Software, founded in 1997, is a privately-owned software design company. The mobile and desktop sales & operational routing software integrates seamlessly with a variety of third-party products, such as QuickBooks®\*, AccountMate, and Microsoft Dynamics GP (GreatPlains). Prism's solutions serve a wide range of industries, especially food and beverage, perishable and non-perishable companies that rely on pre-order, delivery, route sales, sales order, and equipment service. Prism Visual Software has gained industry-wide recognition for its software, especially for *MiniMate*™, with which field staff take orders, generate invoices, and complete orders and services on the road. Visit Prism Visual Software online at [www.prismvs.com](http://www.prismvs.com).

**About MobileVillage®**

Founded in 1993, MobileVillage is a market and solution development company dedicated to advancing mobile and wireless enterprise computing in a wide range of industries. MobileVillage accomplishes this by fostering education and alliances through "Best of Breed" solution identification, event partnerships, an online industry directory, industry job postings, daily online news, its widely respected *Go Mobile®* newsletter, a Mobile Mentors™ program, and popular annual Mobile Star Awards™ program. Visit MobileVillage online at [www.mobilevillage.com](http://www.mobilevillage.com).

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