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TOM SERANI JOINS RATEPOINT AS VICE PRESIDENT, WORLDWIDE SALES

Needham, MA—November 5, 2007—RatePoint, Inc., the leader in providing businesses with the only comprehensive online reputation management and customer feedback platform, today announced it has added Tom Serani as vice president of Worldwide Sales. Serani joins RatePoint from VeriSign and brings more than 15 years of sales management experience to RatePoint. He is an industry veteran who has grown revenues at established and startup technology companies. Serani will be responsible for growing the company's base of resellers and business customers in the United States and Europe, and for driving the company's entry into other new markets.

“We are excited to have such a seasoned sales executive with Tom’s national and international experience join the RatePoint team, especially as businesses become ever more aware of the need for effective and affordable customer feedback and reputation management platforms,” said Neal Creighton, CEO and co-founder of RatePoint. “We have had tremendous success over the past few months since our launch, and Tom will help us to take those successes to the next level.”

As Managing Director of Sales at GeoTrust from 2001-2006, Serani led the channel sales lines and was instrumental in recruiting not only the largest ISPs and hosting companies as resellers, but also more than 9,000 smaller to mid-size hosting companies. While at GeoTrust, he helped grow channel sales revenues by nearly 700 percent, accounting for nearly one-third of all

GeoTrust's sales revenue. Serani also served as interim Vice President of Sales in 2005 and played a key role in GeoTrust's acquisition by VeriSign in September 2006. Following the acquisition, he was a Director of Global Accounts for VeriSign and managed and oversaw all channel sales and strategy for the GeoTrust brand. Prior to GeoTrust, he held several senior sales positions at EMC Corporation.

About RatePoint, Inc.

Founded in 2006, RatePoint, Inc. offers a powerful, quality-assurance certification and customer feedback platform for today's growing businesses. Leveraging the latest in Web 2.0 trends, web content authentication and consumer ratings systems, RatePoint, Inc. is revolutionizing the way businesses and consumers define, identify and monitor quality. RatePoint, Inc. was founded by the founders of GeoTrust and is venture backed by Prism VentureWorks and .406 Ventures. For more information about RatePoint, Inc., please visit www.ratepoint.com.

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