



FOR IMMEDIATE RELEASE

Escalate Retail to Focus on “Creating Passionate Customers” at its 2007 World User Conference in Miami

San Diego, CA, July 12, 2007 – Escalate Retail today announced that it will hold its 2007 World User Conference from July 15-18, 2007 at the Doral Resort and Spa in Miami.

The conference, which is expected to attract over 500 attendees from across the globe, includes four days of networking, education, and information exchange while sharing the experiences, successes, and lessons learned from retailers, industry analysts, and technology partners. With the theme of “Creating Passionate Customers,” the Escalate Retail World User Conference will deliver insight and information to help retailers refocus on customer satisfaction and loyalty and consistently delivering a superior experience across multiple channels and touchpoints.

The world-class lineup of keynote and guest speakers includes internationally renowned business consultant and organizational psychologist Dr. Joseph Michelli, who will kick off the conference with an engaging keynote presentation on “The Starbucks Way: Creating the Total Customer Experience.” Other speakers include Rob Garf, vice president of retail strategies at AMR Research; John Egger, CEO, Profitability Consulting Group; and Bill Kuipers, principal, Spade, Kuipers & Company.

For the sixth consecutive year, Escalate Retail’s annual users conference will team with “Kids in Distress,” a non-profit agency with a goal of providing early intervention as well as effective prevention and treatment of child abuse victims. The 2007 World Users Conference features a silent auction to benefit South Florida’s abused children; last year’s silent auction raised more than \$12,000 for Kids in Distress.

For more information on Escalate Retail’s 2007 World User Conference, visit www.EscalateRetail.com/conference07/.

About Escalate Retail

Escalate Retail software solutions are behind the scenes at many of the leading customer-focused retail organizations. With solutions spanning the enterprise from Planning through Point-of-Service, Escalate products help over 650 retailers simplify their multi-channel challenge and turn valuable customer insights into actions that drive sustainable loyalty and repeat business. The company maintains headquarters in San Diego, CA and Delray Beach, FL with six additional satellite offices located across North America and Europe. For more information, visit www.EscalateRetail.com.

Media Contacts:
Cristan Hutto

Jeff Ketner

Manager, Marketing Operations
800-854-2263
chutto@escalateretail.com

KetnerBarnes Inc. (for Escalate Retail)
512-794-8876
jeff@ketnerbarnes.com

#