



FOR IMMEDIATE RELEASE

Escalate Retail Announces Big Ticket Executive Promotions

San Diego, CA, July 10, 2007 – Escalate Retail today announced two VP-level promotions including Steve Pulver as Vice President and General Manager for the Big Ticket solutions group, as well as Ron Sellers as Vice President of Sales.

As Vice President and General Manager, Pulver will oversee the executive team responsible for all of Escalate's 240 Big Ticket customers, which includes all home furnishings, consumer electronics, and wireless retailers. Pulver has more than 27 years of industry experience, most recently with GERS Retail in a variety of roles including customer service, professional services, and sales management positions. Prior to GERS, Pulver served as Vice President of Sales and Services for BayLogics, where he managed a team that serviced top-tier retail organizations. He also has a first-hand background in retail, operating his own home furnishings business for over a decade.

As Vice President of Sales for the group, Sellers will be an integral member of the executive sales leadership team, striving to nurture current customer relationships and cultivate new ones. Sellers brings over 18 years of experience to his new position, having held roles at GERS in several capacities including Account Executive, VP of Sales for SQL-Lite, and as one of the original executives of FurnishNet, now a division of Escalate Retail. He has been instrumental in the growth of FurnishNet, which now serves over 1,000 manufacturers and retailers. Sellers previously served as Vice President of Sales at Amplitude Software, delivering web-based enterprise applications to Fortune 100 companies.

Escalate Retail's Big Ticket group develops, implements, and supports software ranging from point of sale, customer service, merchandising, distribution, and financial solutions to business intelligence, CRM, and E-commerce.

"The Big Ticket solutions group will benefit tremendously from Ron and Steve's extensive industry experience," said Stew Bloom, CEO, Escalate Retail. "They have each made strong contributions to our customers and to Escalate Retail as a whole, and I'm proud to announce their well-earned promotions. With their thorough understanding of the industry and our company, Steve and Ron are already adding new value to our products and services and delivering increased value to our customers. We're expecting continued growth of the business as a result of their leadership."

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

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

###