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## **Escalate Retail™ Congratulates Brooks Brothers on *RIS News* Fusion Award for Cross-Channel Customer Experience**

San Diego, CA, October 2, 2007 – Escalate Retail announced today that Brooks Brothers, a luxury apparel retailer for men, women and boys, has won an *RIS News* Fusion Award for Cross-Channel Customer Experience. *RIS News* is one of the most highly esteemed, influential publications in the retail industry.

This year's Fusion Awards focused on excellence in cross-channel and e-commerce operations. Two winners were chosen in each of six award categories by a panel of judges.

Stefano Gaggion, SVP of IS at Brooks Brothers, attributes the award largely to the company's implementation of Escalate Retail's Clienteling solution. "The software has allowed us to offer our clients superior service across all channels, which ultimately leads to increased sales," he said. "We are honored to receive this prestigious award from *RIS News*."

Escalate Retail's software provides retail optimization technologies that can boost e-commerce revenue, store associate productivity and enhance the customer experience to foster loyalty across every channel. Escalate's Clienteling solution enables retailers to optimize interactions with each of their key customers. The software guides sales associates through the selling process, matching key customers to merchandise and marketing programs increasing visits and sales per visit.

"This is a well-deserved recognition for Brooks Brothers," said Brian Dean, SVP of Strategy and Marketing at Escalate Retail. "Brooks Brothers and Escalate Retail have worked closely together to implement solutions that create passionate, loyal customers, and we're pleased that Stefano and his team have received acknowledgement of their outstanding work."

### **About Brooks Brothers**

Founded in 1818, Brooks Brothers is one of America's oldest retailers, specializing in luxury, classic apparel for men, women and boys. The retailer currently operates 200 stores in the United States, and 135 stores internationally. Brooks Brothers also sells its merchandise through a direct mail catalog and e-commerce site. The privately held company is a division of Retail Brand Alliance, Inc. For more information, visit <http://www.brooksbrothers.com>.

### **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](http://www.EscalateRetail.com).

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