



FOR IMMEDIATE RELEASE

Buckle Beefs up e-Commerce Website with Escalate Retail™  
Blue Martini Solutions

San Diego, CA, July 16, 2007 – Escalate Retail announced today that Buckle, a leading retailer of casual apparel, footwear, and accessories for young men and women, has implemented Escalate's Blue Martini e-commerce platform, including Call Center and Relationship Marketing applications intended to help them grow their internet business and enhance the online experience for their guests.

"Service to our guests is paramount, and we are pleased that our Escalate-based website allows us to provide a richer experience for our online guests," said Kelly N. Barnes, Web Development Manager for Buckle. "The Escalate platform enables us to provide a more robust, secure, and feature-rich environment for our multi-channel activities."

Escalate Retail's software provides sales optimization systems that boost e-commerce revenue, enrich web content, ease administration and enhance shopping experiences to drive customer loyalty across every channel.

"Buckle is well-known in the retail industry for its focus on customer service in the multi-channel arena and we are confident they will see an increase in their online customer satisfaction and revenues," said Brian Dean, SVP of Strategy and Marketing at Escalate Retail. "Buckle conducted an exhaustive evaluation of the market alternatives and we are gratified to see our software deployed in such a successful launch."

**About Buckle**

Offering a unique mix of high-quality, on-trend apparel, accessories, and footwear, Buckle caters to fashion-conscious young men and women. Known as a denim destination, the store carries a wide selection of fits, styles, and finishes from leading denim brands, including their exclusive brand, BKE. Headquartered in Kearney, Nebraska, Buckle currently operates 357 stores in 38 states. For more information, visit [www.buckle.com](http://www.buckle.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).

Media Contacts:

Cristan Hutto  
Manager, Marketing Operations  
800-854-2263  
[chutto@escalateretail.com](mailto:chutto@escalateretail.com)

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

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