



FOR IMMEDIATE RELEASE

Escalate Retail Announces Version 4.0 of Customer1 Point of Service Solution

San Diego, CA, April 8, 2008 – Escalate Retail today announced the availability of Version 4.0 of its Customer1 point of service software application. The upgraded version of Customer1 now includes true debit card acceptance and signature capture, and features the most up-to-date standards for Payment Card Industry (PCI) compliance.

Escalate's Customer1 Version 4.0 true debit card acceptance and signature capture capabilities allow for reduced fees per transaction at the point of sale for retailers and added protection against credit card fraud for both retailers and their customers. The software features an upgrade to IBM® WebSphere Application Server 6.1, support for the Ingenico I6550 and Verifone MX 850, and includes the following expanded functions from Version 3.0:

- *Pending orders* – Allows orders to be keyed and saved without the need for reservation of inventory or deposits.
- *Customer balance inquiry* – Allows retailers to view a customer's balance; displays all order totals, payments, refunds, balance due and grand total.
- *PCI for credit cards* – Provides encryption and masking of credit card numbers in all windows to become compliant with PCI Security Audit Procedures.

Customer1 is a full-featured Java point-of-service application designed to enhance the customer experience by facilitating smooth transactions every time. Customer1's intuitive workflow and user-friendly interface reduce training time and costs and improve employee productivity. The application allows for increased average transaction size through its integrated up-sell and cross-sell capabilities, and increased sales volume via its true debit capabilities.

"The overall flexibility, speed, and ease of use, combined with operational efficiencies and training times being reduced from weeks to hours have been proven with the Customer1 Point of Sale application in every version," said Mark Navarra, Director of IT and Supply Chain Management, Jerome's Furniture. "Our company has been using Escalate's Customer1 platform since 2006, and we've experienced tremendous benefits, including the ability to promise same-day delivery where we previously offered up to ten-day delivery. We are excited to upgrade to Version 4.0 and enjoy the new benefits offered."

"Customer1 Version 4.0 simplifies complex sales orders and connects customers, orders, and inventory to POS transaction management applications in real time, allowing every purchase made by a customer to be appended to a single sales ticket. This means faster service, less hassle, and an enhanced customer experience," said Steve Pulver, Vice President and General Manager, Escalate Retail.

Escalate Retail clients who are currently using Customer1 include Z Gallerie, Homemakers Furniture, Phillips Furniture and Sony Style, among many others.

Customer1 Version 4.0 also features the most up-to-date standards and requirements for Pin Entry Device (PED), Encrypting Pin Pad (EPP), American with Disabilities Act (ADA) compliancy,

and PCI, including protection of credit card data, restricted access to cardholder data and encrypted transmission of card holder data.

About Escalate Retail

Escalate Retail software solutions are behind the scenes at many of the leading customer-focused retail organizations. Escalate products help over 650 retailers simplify the challenge of cross channel commerce, in the store, on the web, and over the phone, turning valuable customer insights into actions that drive sustainable loyalty and repeat business by creating passionate customers. The company maintains headquarters in San Diego, CA with five additional offices located across North America and Europe. For more information, visit www.EscalateRetail.com.

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