



FOR IMMEDIATE RELEASE

Direct Tech to Provide Inventory Management and Forecasting Solutions for Escalate Retail's Ecometry Commerce Suite

San Diego, CA, April 22, 2008 – Escalate Retail today announced that Direct Tech, Inc., a leading provider of inventory management solutions for catalog and e-Commerce retailers, has joined Escalate Retail's partner program. As an Escalate solution partner, Direct Tech will market its Forecast*21 inventory management and forecasting solution to Escalate Retail's Ecometry customers.

Direct Tech's Forecast*21 software provides seamless integration with Escalate's Ecometry Commerce Suite, allowing Ecometry users to improve profits through better inventory management and forecasting capabilities – especially critical in today's tough retail economy. The application helps direct commerce retailers ensure that the proper merchandise is in stock, helping them reduce lost sales associated with out-of-stock conditions, minimize backorders and the cost of shipping items from backorder, and reduce overstocks.

"Escalate Retail is pleased to welcome Direct Tech to our partner program and to recommend Forecast*21 as a preferred solution for the Ecometry Commerce Suite," said Brian Johnson, VP and general manager of Direct Commerce for Escalate Retail. "Direct Tech's Forecast*21 package offers the forecasting functionality that is needed in the direct commerce industry, and the company has the technology and staffing required to help our Ecometry customers reap significant benefits from inventory management."

"Direct Tech is excited to help Ecometry customers to better manage one of their biggest assets – their inventory," said Craig Harding, president of Direct Tech, Inc. "Our industry-leading software, combined with seamless integration into Ecometry's product suite and our proven training programs, allows Ecometry customers to be up and running quickly and see almost immediate bottom-line results."

The Ecometry Commerce Suite from Escalate Retail fuels the operations of over 250 direct marketers and is designed to grow with a business over time. The platform includes two dozen optional modules with pre-built integration into Escalate's e-Commerce and POS platforms. Ecometry's Open Systems design gives retailers flexibility with their technology choices, ensuring that their investments will continue providing value for years to come.

About Direct Tech

Direct Tech helps Catalog and eCommerce merchants drive profitability, increase demand and optimize inventory investment by providing best-in-class applications and services. Direct Tech seamlessly integrates merchandising analysis, assortment planning, product forecasting, inventory management and purchasing. For two decades, the company has enabled some of the nation's leading brands to grow their business. For more information, visit www.direct-tech.com.

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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