



FOR IMMEDIATE RELEASE

The Entertainer Enhances E-Commerce Site with Escalate Retail's™ Blue Martini® Solution

San Diego, CA, December 10, 2007 – Escalate Retail™ today announced that The Entertainer, the U.K.'s largest independent toy retailer, has selected Escalate's Blue Martini® E-Commerce Suite, including the E-Commerce, Contact Center, Analytics and Relationship Marketing applications.

The Entertainer went live with the Blue Martini solution in October 2007, in preparation for the upcoming holiday shopping season. Since the Entertainer implemented Blue Martini, the company has reported exceeding its previous single day sales record by 200 percent.

A key driver in the selection of Escalate Retail's e-commerce solution was the ability to provide a highly resilient and secure platform that would enable The Entertainer to better manage increased web traffic during peak buying seasons. The Entertainer was also impressed with Escalate Retail's track record in delivering e-commerce solutions to many well-known High Street retailers in the U.K. Escalate's Blue Martini E-Commerce suite provides The Entertainer with full control of up-sells and cross-sells, as well as enhanced analytics reporting that gives the company insight into how products are selling. Using this information, The Entertainer can measure the effectiveness of those sales and respond to customers with pro-active campaigns.

"One of our main priorities when we were looking at new web platforms was to select a vendor that could deliver fast and stable performance during busy shopping periods," said Duncan Grant, business development manager, The Entertainer. "The Escalate Retail e-commerce solution performs extremely well and allows us to focus on selling toys on the site, rather than maintaining it."

"Escalate Retail is excited that Blue Martini has provided The Entertainer with immediate and significant ROI," said Brian Dean, SVP, Strategy and Marketing for Escalate Retail. "The Entertainer has created a successful, thriving business in a very competitive industry, and we look forward to helping the company provide the best multi-channel experience for its customers."

Escalate Retail worked closely with the teams at The Entertainer and Gadgetshop, a division of The Entertainer selling unique gadgets, to deliver two distinct branded sites in only 12 weeks. The Entertainer's future plans include a full rollout of Escalate Retail's Relationship Marketing solution to drive customer loyalty and cross-channel sales, in addition to focusing on order management capabilities and reporting to identify sales opportunities for the next season.

Grant continued, "We feel that the scalability of the Escalate Retail platform offers us great potential to expand in the future, including growing our existing brands and launching new channels."

About The Entertainer

The Entertainer is the UK's largest independent toy retailer with 41 stores and which serves customers internationally. The first Entertainer store was opened by Gary and Catherine Grant in 1981 in Amersham, Buckinghamshire. With a continuing mission to be 'mad about toys', The Entertainer continues to offer its customers a wide range of toys and games for all ages based on

its 'value for money' principle. The Entertainer's mix of buying expertise combined with a close team of management and ongoing training is key to the Company's ability to grow and succeed in toy retailing.

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 four additional satellite offices located across North America and Europe. For more information, visit www.EscalateRetail.com.

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