



FOR IMMEDIATE RELEASE

Escalate Retail™ Continues Its Market Momentum With 11 New Customer Wins

Escalate Shows Strong Growth in All Product Categories Including Multi-channel and Merchandising

San Diego, CA, May 30, 2007 – Escalate Retail today announced that the company has added 11 new customers while dramatically increasing its business with existing customers.

“Escalate Retail’s market momentum is rapidly accelerating. Our sales results have been nothing short of outstanding, and they demonstrate the power of Escalate Retail’s combined offerings in today’s retail market,” said Stew Bloom, CEO, Escalate Retail. “We added world-class, high-growth brands to our existing customer portfolio, and we increased our business in every product category and market segment.”

“Retailers continue to invest heavily in cross-channel integration and customer-focused applications such as clienteling,” said Greg Buzek, president, IHL Consulting Group. “Escalate Retail has a leadership position in these areas and is well positioned to take advantage of these trends. They are clearly showing a strong demand for their solutions.”

Highlights of Escalate Retail’s new customers by product follow.

Escalate Retail’s Ecometry Commerce Suite solution was selected by:

- Spiegel, one of the nation’s leading catalog and multi-channel retailers;
- First Quality Music Supply, a multichannel retailer of acoustic and electric guitars, amplifiers and other musical instruments and supplies;
- Gateway CDI, a marketing company that specializes in corporate apparel, merchandise and specialty products;
- Supercircuits, Inc., a leading provider of video security equipment;
- Sun Chlorella, a nationwide distributor of natural health products; and
- Title Boxing, a catalog and e-commerce retailer of boxing equipment and apparel.

The Ecometry Commerce Suite from Escalate Retail is a comprehensive platform that spans all aspects of the direct commerce business, from order capture through pick-pack-ship. Designed to grow with a company’s business over time, Ecometry Commerce Suite seamlessly manages the full lifecycle of orders across multiple channels – from orders placed by customers via the web and kiosks, to those entered by customer service representatives in call centers and stores.

The Escalate Retail e-Commerce Suite was selected by:

- Tommy Bahama, a leading retailer of island fashion, footwear and accessories;
- Woolworths Supermarkets, an Australian supermarket chain that serves over 13 million customers each week;
- Touring Club Suisse, Switzerland’s #1 auto club, providing services ranging from roadside assistance to insurance; and

- Ice.com, one of the industry's largest and most respected online jewelers. In addition to the e-commerce solution, Ice.com also selected the Ecometry Commerce Suite to manage their direct marketing operations.

Escalate Retail e-Commerce delivers an unprecedented combination of pre-packaged retail functionality combined with an infinitely extensible platform to meet brand-specific needs.

In addition, Century 21 Department Stores, voted #1 Discount Store in New York City by the Zagat survey in 2006 and again in 2007, selected Escalate Retail's Merchandising, Planning and Allocation solutions to develop better assortments and drive growth.

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.

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