



FOR IMMEDIATE RELEASE

Escalate Retail Announces Executive Leadership Promotions

San Diego, CA, July 13, 2007 – Escalate Retail today announced two executive leadership promotions including Tim Kilbane as Vice President of the Technology Services Group, and Laura Weinhofer as Vice President of Marketing.

Kilbane brings more than 22 years of experience in sales and operations in the furniture industry, as both a retailer and vendor. As Vice President of the Technology Services Group, Kilbane will lead Escalate Retail's services business, working closely with the General Managers of each industry solution group to oversee the elements of solution delivery including: integration, customization, systems infrastructure, education services, implementation services, and project management.

Prior to Escalate Retail, Kilbane held various positions at GERS Retail Systems including services support, and key account management for several top tier retailers including Home Depot, where he oversaw the retailer's Order Management Services (OMS) rollout. Most recently, Kilbane served as Vice President of Operations for GERS Retail Systems.

Weinhofer brings more 20 years of retail software, marketing and professional services experience to Escalate Retail. As Vice President of Marketing, Weinhofer's responsibilities include lead generation, product marketing, events, and strategic industry relations including analysts, customers, partners and press.

Weinhofer also held various product support, professional and client service positions at GERS Retail Systems prior to her work at Escalate Retail. Prior to her promotion, Weinhofer served as Director of Marketing Operations for Escalate Retail. Weinhofer began her career as a retailer, holding several management positions at Macy's and The Gap.

"Tim and Laura are retailers at heart, with unique industry insight into the needs of our customers," said Stew Bloom, CEO, Escalate Retail. "Their leadership and relationships with our long-time customers and business partners have been instrumental in contributing to the success and industry-leading growth that Escalate Retail has achieved."

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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