



FOR IMMEDIATE RELEASE

Escalate Retail's™ Blue Martini® E-Commerce Suite Helps Gadgetshop Re-Tool New Website

San Diego, CA, January 10, 2008 – Escalate Retail™ today announced that Gadgetshop, an online retailer of unique gadgets and novelty gifts such as the sonic bomb alarm clock and the USB Christmas tree, has selected Escalate's Blue Martini® E-Commerce Suite including the Enterprise Desktop, Analysis Center and Contact Center applications. Gadgetshop went live with the Blue Martini solution in October 2007 and has since experienced a significant increase in online sales via the reliable platform.

Gadgetshop selected Escalate's Blue Martini e-commerce solution as part of a complete redesign and rebrand of the company's website. Escalate Retail's Blue Martini applications provide Gadgetshop with a robust e-commerce tool that is capable of managing complex business logic and processes unique to the retailer. The Blue Martini solution provides Gadgetshop with key functionalities including order fulfillment and managing third party inventory, as well as the capability to integrate with online affiliate channels such as Amazon and Shop.com, further increasing product availability and brand awareness.

"Escalate Retail's Blue Martini platform offers our customers a much smoother and more interactive shopping experience, harnessing cutting-edge tools to produce a site which is personalized to each and every user's individual requirements," said Stuart Grant, Head of the Gadgetshop division. "We selected Escalate Retail because of its proven track record in supporting retail websites which are scalable, robust and fun to use."

"For a pure-play retailer, it is crucial to run your website on a platform that is easy to manage and can grow with your business during the peak shopping seasons. We are confident that our Blue Martini solution will provide a platform for future e-commerce growth for Gadgetshop," said Brian Dean, SVP, Strategy and Marketing at Escalate Retail.

Escalate's Blue Martini E-Commerce Suite is a feature-rich software solution that enables retailers to enhance web content, drive e-commerce revenue, ease administration, and create passionate customers by providing the best possible online shopping experience every time.

Gadgetshop soon plans to roll out additional applications of the Blue Martini E-Commerce Suite, including Gift Registry, Relationship Marketing and Faceted Search.

About Gadgetshop

Gadgetshop first opened in 1991, and in spite of being a pioneering high street retailer in the gift and gadget sector entered administration in 2005 and was subsequently acquired by The Entertainer (Amersham) Ltd. The pure-play internet retailer sells innovative gadgets and gifts from all over the world, with the goal of providing just the right gadget for any tricky situation.

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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