



FOR IMMEDIATE RELEASE

Escalate Retail CTO Michael Julson Named to National Retail Federation's ARTS Board of Directors

San Diego, CA, April 15, 2008 – Escalate Retail today announced that Michael Julson, vice president and chief technical officer (CTO), has been appointed to the board of directors for the Association for Retail Technology Standards (ARTS), the retail technology standards division of the National Retail Federation.

The ARTS board identifies standards to be developed, sets program priorities, approves new and revised standards prior to public release and maintains budgetary oversight for ARTS. Top IT executives from both retailer and vendor companies serve together on the board, which oversees a number of committees.

"Michael has been a key player in developing the SOA Blueprint for Retail and has made very valuable contributions to retail standards," said Richard Mader, executive director, ARTS. "Escalate Retail is a long-time supporter of ARTS standards, and we're delighted to have the company's CTO on our board. Knowledgeable technical reviews are essential for developing and approving standards, so it's critical for ARTS to attract board members with Michael's skills and experience. We look forward to his continued involvement."

As vice president and CTO for Escalate, Michael is responsible for developing and managing the company's technical vision and leading all aspects of the company's technology development, including standards and conventions, process best practices, and technology partnerships. Michael has more than 15 years of software development management experience and blogs about retail technology at www.variablemarkup.com.

About ARTS

The Association for Retail Technology Standards is an international membership organization dedicated to reducing the costs of technology through standards. Since 1993, ARTS has been delivering application standards exclusively to the retail industry. ARTS has four standards: The Standard Relational Data Model, the Standard Request for Proposals, UnifiedPOS and ARTS-XML. Membership is open to all members of the international technology community—retailers from all industry segments, application developers and hardware companies. For more information, visit www.nrf-arts.org.

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.

Media Contacts:

Laura Weinhofer
VP Marketing
800-854-2263
lweinhofer@escalate.com

Catherine Seeds or Jeff Ketner
KetnerBarnes Inc. (for Escalate Retail)
512-794-8876
cseeds@ketnerbarnes.com, jeff@ketnerbarnes.com
Escalate Retail and the Escalate Retail logo are trademarks of Escalate, Inc.

###