



FOR IMMEDIATE RELEASE

Lakeshore Learning Materials Goes Live With Escalate Retail™ Blue Martini® E-Commerce Suite

San Diego, CA, November 5, 2007 – Escalate Retail announced today that Lakeshore Learning Materials, a leading multichannel retailer of innovative educational toys and learning materials for children, has successfully implemented Escalate's Blue Martini Commerce Suite with the Business Intelligence reporting module. Lakeshore also selected the Blue Martini Contact Center and Relationship Marketing modules, which it plans to roll out in the coming months.

Lakeshore chose Escalate's Blue Martini Commerce Suite to enhance its e-commerce capabilities and provide its online customers with a more robust, consumer-friendly website. With the latest version of the Blue Martini Suite, the Lakeshore website now features a highly comprehensive search function that allows parents and teachers to locate products dynamically based on age or grade, product category, keyword, and more. Lakeshore needed a solution to scale its online operations while maintaining ease of administration and content management.

"We knew that we needed a long-term, multi-channel solution that could add new functionality to our website, along with a much higher degree of personalization and fun features for our customers," said Bo Kaplan, president of Lakeshore Learning Materials. "The feedback that we have received from our customers on the new website is outstanding. We look forward to rolling out the additional applications so that our customers can experience the full value that Escalate can bring to our company."

Escalate Retail's Blue Martini Commerce Suite enables Lakeshore to personalize interactions and manage orders, payments, and account information, all without the need for heavy involvement of the IT team. By allowing highly personalized content, such as wish lists or order history, the Blue Martini platform makes each shopper's experience seamless and enjoyable. This Business Intelligence reporting module within the Blue Martini product line has enabled Lakeshore with statistical and analytical website information, sales reporting, and search effectiveness reporting.

The Blue Martini Contact Center application will allow Lakeshore's customer service representatives to easily handle tasks such as helping recover lost customer passwords, processing exchanges and returns, checking the status of an order, and more. The Relationship Marketing module will help Lakeshore interact more deeply with customers by engaging them via direct mail or e-mail campaigns, in addition to taking website personalization to a new level with the ability to target specific promotions and pages to individual customers.

"Lakeshore is a testament to the visible results Blue Martini can provide to an online retailer focused on customer satisfaction. Their customers are genuinely excited about the changes on the website," said Brian Dean, SVP, Strategy and Marketing for Escalate Retail. "We look forward to working closely with Lakeshore and providing their customers with even more innovative features as we roll out the contact center and relationship marketing modules."

About Lakeshore Learning Materials

Innovative learning materials and top-quality educational products have made Lakeshore a favorite with teachers, parents—and kids—for over 50 years! From language and literacy to

science and mathematics, Lakeshore offers the very best in school supplies, teaching materials and classroom tools. Originally founded in 1954 by an industrious mother of three, Lakeshore Learning Materials started as a small store for teachers and parents. Lakeshore remains a family-run business and now proudly serves customers and communities through its catalogs and more than 40 Lakeshore Learning Stores nationwide. For more information, please visit www.lakeshorelearning.com.

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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