



FOR IMMEDIATE RELEASE

MelroseMAC Selects Escalate Retail's Enterprise1 Solution to Enable Future Growth and Enhance the Customer Experience

San Diego, CA, April 1, 2008 – Escalate Retail today announced that MelroseMAC, an Apple Authorized Sales and Service Center specializing in catering to the professional audio, video, and graphics community, has selected Escalate Retail's Enterprise 1 for Big Ticket solution to power its next generation of growth.

MelroseMAC, well known for its high level of product, service, and knowledge of Apple products, experienced an explosive increase in clientele after opening two stores in 2003. The rapidly growing retailer needed a fully integrated, real-time technology solution to support the expanding business without hiring additional staff to run the system. With plans to add up to five additional locations, MelroseMAC knew that it needed a software solution that could help support its current and future customer base, so MelroseMAC turned to Escalate Retail.

Escalate Retail's Enterprise 1 solution will provide MelroseMAC with improved tracking of inventory, sales, service orders and accounts receivables, as well as the ability to better service customers in the store—all without significantly increasing its back-end support staffing. The solution will also provide MelroseMAC employees with a standardized method of entering and reporting information so data is more consistent and accessible at every point in the enterprise.

"MelroseMAC's operational and transactional systems were no longer sufficient to keep up with our growing business. We knew that in order to expand, we needed a robust, fully integrated solution with end-to-end functionality," said Richard Schoenberg, CEO, MelroseMAC. "We also needed a solution that was tested and had a proven track record of success—and we found our answer in Escalate Retail's Enterprise 1 platform."

Enterprise 1 incorporates the full suite of Escalate Retail's solutions for Big Ticket, with features that include clienteling, merchandising, inventory control and analysis, optimization of POS transactions, supply chain integration, and comprehensive finance applications. MelroseMAC expects to go live with Enterprise 1 in July 2008.

"We are excited to be working with MelroseMAC to leverage all the benefits that our Enterprise 1 platform offers. We're confident that Escalate's solutions can help MelroseMAC achieve its goals of driving growth and profitability, while continuing to enhance the customer experience," said Steve Pulver, Vice President, General Manager, Escalate Retail.

About MelroseMAC

Founded in 2003, MelroseMAC is a family-owned business with locations in the Los Angeles, CA area. An Apple Authorized Sales and Service Center, MelroseMAC's staff consists of professionals with specialties in the audio, video, and graphics fields who provide product support for the creative community. MelroseMAC abides by the highest standards mandated from Apple to bring its customers the highest level of service available. For more information, visit www.melrosemac.com.

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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