



FOR IMMEDIATE RELEASE

Escalate Retail Offers Integrated Enterprise Search Solution on Microsoft Platform

Combined applications allow direct access to customer and product data through familiar and easy to use Microsoft desktop tools

San Diego, CA, August 15, 2007 – Escalate Retail recently demonstrated the use of Microsoft Windows Vista, Microsoft Internet Explorer, Microsoft Office Outlook 2007 and Microsoft Office SharePoint Server 2007 to search and display information from Escalate's commerce and order management applications at its Global User Conference in Miami. The integration of Escalate's solution built on the Microsoft platform was greeted with enthusiasm by over 550 conference attendees, most of whom use Microsoft Office 2007 productivity tools on a daily basis.

Incorporating new meta-data information exposed through Microsoft's business data catalog (BDC), the Escalate prototype illustrated how retail business users could intuitively navigate from common desktop applications directly into relevant views of product information, customer history and order status.

"Escalate Retail focuses on building software to help retailers create passionate customers," said Brian Dean, SVP, Strategy and Marketing for Escalate Retail. "We count on allies like Microsoft to help deliver these capabilities in whatever environment business users feel most comfortable. We know the vast majority of retailers already know how to navigate the web and use Microsoft desktop tools."

Microsoft Office SharePoint Server 2007 provides out-of-the-box search for common enterprise repositories and file types as well as for people and experts. It offers the ability to index, search, and intelligently display information from line-of-business applications, relational databases, and other structured content. Enterprise search functionality is integrated with the collaboration, portals, content management, forms and business intelligence features of Office SharePoint Server 2007 and can be integrated with other features and components of the Office 2007 system.

Escalate Retail plans on offering a full set of BDC definitions for the Blue Martini Suite of retail front office applications in its version 10.0 slated for April 2008 delivery. Users of the application will be able to launch queries and view results directly within their favorite Microsoft productivity applications as well as through Office SharePoint Server 2007.

"Escalate Retail continues to work with Microsoft to develop technologies that help retail organizations optimize customer relationships," said Tim Gruver, director of technology strategy for Microsoft's Worldwide Retail Industry Group. "By integrating Microsoft desktop and enterprise search capabilities, Escalate solutions improve individual and organizational productivity by quickly connecting people to relevant information – helping them turn insight into action for faster and more informed decision making."

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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