



FOR IMMEDIATE RELEASE

## **Tommy Bahama Launches First Commerce Website with Escalate Retail's™ Blue Martini® E-Commerce Suite**

San Diego, CA, March 10, 2008 – Tommy Bahama, the upscale lifestyle brand, has announced their partnership with Escalate Retail™ on [tommybahama.com](http://tommybahama.com), the brand's new e-commerce site. Escalate's Blue Martini® E-Commerce Suite was utilized for the launch.

Tommy Bahama's first ever e-commerce website went live on Blue Martini in October 2007 and was instrumental in increasing the company's presence and product availability just in time for the peak holiday shopping season. One of the company's main challenges in implementing a true cross-channel approach was the ability to translate the company's 'life is one long weekend' philosophy to the web, which Escalate's platform has been able to help it achieve.

Escalate Retail's Blue Martini E-Commerce Suite empowers retailers with a scalable, flexible, and feature-rich platform to boost e-commerce revenues and enrich web content. Blue Martini does all of this with an easy-to-manage interface that allows companies to spend less time maintaining their websites and more time focusing on products and customer relationships that drive loyalty across every channel.

"Tommy Bahama's customers expect a unique shopping experience when entering one of its stores," said Rich Harmatiuk, Vice President, General Manager, Escalate Retail. "We feel that Escalate's platform has helped bring that experience across successfully in the online channel, and we are honored to be chosen for Tommy Bahama's first venture into e-commerce."

### **About Tommy Bahama**

*Tommy Bahama, Indigo Palms and Island Soft* are divisions of the Tommy Bahama Group, a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in New York and Seattle, *Tommy Bahama* is a lifestyle company that defines elegant tropical living with men's and women's sportswear, golf wear, swimwear, accessories and a complete home furnishings collection. *Tommy Bahama* is available at the country's finest retailers, including Saks Fifth Avenue, Bloomingdale's and Nordstrom, as well as high profile resort locations around the world. There are over seventy *Tommy Bahama's* retail locations across the country. Additional stores will be opening this year. For more information, please visit [www.tommybahama.com](http://www.tommybahama.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](http://www.EscalateRetail.com).

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