



FOR IMMEDIATE RELEASE

Bottled4U Uncorks Website with Escalate Retail's Blue Martini Commerce Suite

San Diego, CA, June 4, 2008 – Escalate Retail today announced that Bottled4U, a new global e-business that offers value wines from chosen boutique vineyards around the world, has successfully launched its e-Commerce website, www.bottled4u.co.uk, built with Escalate's Blue Martini Commerce Suite.

Bottled4U's website offers robust interactive content, including wine hints and tips, news and pairing recommendations and recipes. The site also features exclusive advice from Alisdair Gribben, one of New Zealand's most well-known restaurateurs, and Vincent Gasnier, the world's youngest Master Sommelier.

A key part of Bottled4U's decision to implement Escalate's Blue Martini Commerce Suite was the platform's comprehensive CRM capabilities that facilitate an online presence with tightly integrated Contact Center, Relationship Management, and Business Intelligence capabilities. Bottled4U will utilize each of these components to reach its objectives of holistic customer management across multiple global markets.

"We are very excited to announce the launch of Bottled4U and our first e-Commerce site," said George Kenton, CEO, Bottled4U. "Between our team, Escalate Retail, and our design and branding partner twentysix Leeds, we have worked diligently to make this a successful launch. The Blue Martini Commerce Suite provides the ideal platform for growth."

Escalate's Blue Martini Commerce Suite will support Bottled4U's rich functionality while powering stable, scalable e-commerce operations. The comprehensive solution combines the most advanced shopping, service and product information tools with a rich customer history and profile. The tailored platform allows retailers to personalize interactions and manage orders, payments and account information, all without the need for heavy involvement of the IT team.

By enabling highly flexible and personalized content, such as Bottled4U's pairing recommendations and virtual tasting sessions, Escalate's goal is to make each shopping experience seamless and enjoyable.

"Bottled4U has set its sights on being a premier site for purchasing wine online, and Escalate Retail is pleased that Bottled 4U selected our Blue Martini Commerce Suite," said Rich Harmatiuk, VP and General Manager, Escalate Retail. "Escalate Retail is enabling a host of innovative, customer-focused features that will help Bottled 4U develop rich, rewarding customer relationships and create sustainable customer loyalty."

Currently, Bottled4U is live in the UK and is working on a version for New Zealand, with Australia and Asia close behind. Bottled4U also plans to build on its interactive features in the coming months, adding the capability for users to build a personalized virtual wine cellar to record their favorite wines, tasting notes, and more.

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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