



FOR IMMEDIATE RELEASE

Eastern Mountain Sports Successfully Upgrades to Latest Version of Blue Martini from Escalate Retail

San Diego, CA, June 19, 2008 – Escalate Retail today announced that Eastern Mountain Sports, one of the nation's leading outfitters of outdoor gear, apparel, and accessories, has successfully upgraded to the latest version of its Blue Martini Commerce Suite.

Eastern Mountain Sports has used Escalate's Blue Martini solution to manage its online operations since 1999, and the company recently made the decision to move to the latest edition of the platform. With the upgrade, Eastern Mountain Sports anticipates opportunities in conversion and natural search traffic, as well as the overall stability of a strong foundation on which to grow its business in the coming years.

Escalate Retail's Blue Martini Commerce Suite empowers retailers with a scalable, flexible, and robust 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.

"The last several years have brought us a long way as a company," said Jeff Neville, CIO, Eastern Mountain Sports. "We've come back to our roots as a true multichannel outfitter, and the upgrades we've made to our technology portfolio will allow us to stay focused on what we do best—helping our customers to create and enhance their ideal outdoor experiences. Our team was extremely impressed with Escalate Retail's commitment and direction as a company, as well as the roadmap for the Blue Martini product, so we are confident in our decision to continue the relationship with Escalate."

"Eastern Mountain Sports has a strong reputation that goes far beyond the scope of traditional retailing," said Rich Harmatiuk, VP and General Manager, Escalate Retail. "Bringing across the tremendous passion and knowledge for outdoor recreation from in-store to online is not an easy task, and we are glad that Blue Martini can help Eastern Mountain Sports achieve this."

About Eastern Mountain Sports

Founded in 1967 by two New England rock climbers and based in Peterborough, N.H., Eastern Mountain Sports is one of the nation's leading outfitters of outdoor gear, clothing, footwear and accessories with 66 retail stores in 12 states. Eastern Mountain Sports designs and sells products for outdoor adventurers who participate in a variety of sports, such as mountaineering, backpacking, camping, hiking, adventure racing, climbing, kayaking, mountain biking and snow sports. Eastern Mountain Sports product and technology is tested by its product development and quality assurance teams in conjunction with the Eastern Mountain Sports Climbing, Kayaking and Ski Schools. More information is available at www.ems.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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