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## **Escalate Retail Brings Ecometry Users Together for Inaugural Ecometry Roundtable Event**

San Diego, CA, June 24, 2008 – Escalate Retail hosted its inaugural Ecometry Customer Roundtable in Delray Beach, Florida, bringing over 90 Ecometry users together to collaborate and discuss how to best leverage the industry's leading direct commerce platform in their organizations.

While Escalate Retail has always participated in meetings of the International Ecometry Users Group, an independent Ecometry user organization, this event marked the first time Escalate has hosted its own customer roundtable for Ecometry users. Breakout sessions focused on some of the most critical technology topics for direct and multichannel retailers – including PCI compliance, fraud prevention and returns management – as well as Ecometry product topics such as:

- Migration: Understanding the process from migrating from MPE to Open Systems
- Web Order– Learning from the Best: Why having integrated web functionality with the Ecometry engine can help manage the e-Commerce and direct channels seamlessly
- Improving Your Ecometry ROI: Tips on how to maximize the value of an Ecometry investment in today's market with rising postal and paper costs
- Optimizing Warehouse Operations: A discussion of Ecometry features and optional modules for optimizing warehouse, inventory management, and order fulfillment operations

98 percent of attendees at the roundtable reported that the event helped them grow in their knowledge of the Ecometry platform. "The Ecometry Customer Roundtable provided a wealth of knowledge and great people," said Shelly Medeiros, Controller, The Knot. "The contact we had with other users at the event was invaluable for our users."

"The Ecometry Customer Roundtable was an invaluable opportunity for Escalate to listen and learn from our customers, and we appreciate the strong turnout and high level of participation from our Ecometry users," said Brian Johnson, VP and General Manager, Escalate Retail. "The Roundtable provided a good forum for sharing ideas and insights that will help guide Escalate in future innovations and enhancements to the Ecometry platform."

### **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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