



Escalate Retail Rolls Out New Features of Blue Martini Commerce Suite at Royal Doulton

San Diego, CA, July 8, 2008 – Escalate Retail today announced that Royal Doulton, a specialty manufacturer and retailer of fine china and porcelain tableware and collectibles, has successfully implemented the latest features and functionality of Escalate's Blue Martini Commerce Suite.

Royal Doulton has utilized Escalate Retail for its e-Commerce operations since 2004. Escalate's Blue Martini Commerce Suite currently manages five websites for Royal Doulton, including online commerce for the U.K., U.S. and Canada and microsites for its product divisions and collaborative partnerships. In addition to the core platform, Royal Doulton has integrated add-on modules including Business Intelligence, Contact Center, and Relationship Marketing to enhance the customer experience and drive revenue.

Escalate Retail's Blue Martini Commerce Suite is a feature-rich platform that combines the most advanced shopping, service and product information tools with a rich customer history and profile. By enabling flexible and personalized content, such as wish lists or order history, Escalate Retail's goal is to make each customer's experience seamless and enjoyable.

The Blue Martini Commerce Suite utilizes the latest technology and adheres to the most current standards. New features and functionality include:

- Support for the latest operating system, database and application servers
- Integration with PayPal™ to support payment processing through PayPal Merchant Services
- Improved support for Java EE (J2EE) deployment
- Simplified JSP development
- Dramatically reduced loading time for promotions

"Royal Doulton has been able to significantly expand our cross-channel business with Blue Martini, and we look forward to working with Escalate's team on our new e-Commerce sites," said Wayne Foster, Global Services e-Commerce Technical Manager, Royal Doulton. "We are confident that the latest enhancements to Blue Martini will help drive a new era of growth in Royal Doulton's e-Commerce business."

"Royal Doulton has been an Escalate Retail customer for four years, and we are pleased that the company continues to rely on the Blue Martini Commerce Suite to meet their changing needs," said Rich Harmatiuk, VP and General Manager, Escalate Retail. "It's a powerful testimony to the strength of the industry's leading Commerce platform for cross-channel retailers."

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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