



Escalate Retail Partners with Where 2 Get It, Integrates its Business Locator Technology for Retailers

San Diego, CA, Nov. 12, 2008 – Escalate Retail™ today announced its partnership with Where 2 Get It, a premier provider of location based technology that empowers retailers to connect consumers with where to buy, both online and locally.

Through the partnership, retailers using Escalate's Blue Martini e-Commerce Suite will be able to quickly and easily integrate Where 2 Get It's Business Locator technology into their e-Commerce websites. Integration with Where 2 Get It enhances the functionality of Escalate Retail's Buy Anywhere/Fulfill Anywhere Commerce™, which enables retailers to win over cross-channel customers by allowing them to buy anywhere, while enabling retail organizations to fulfill from anywhere.

The partnership between Escalate and Where 2 Get It helps consumers quickly and easily locate the store nearest them. Where 2 Get It's Business Locator provides shoppers with a store locator on the website, interactive maps, driving directions for store pick-up of online purchases, and links to driving directions built into purchase confirmation e-mails. The solution also integrates with the internal Contact Center so customer service representatives can quickly answer questions about the closest store location and directions. The Business Locator can also be configured to list store hours and special events for each location, complementing the content-rich capabilities of Escalate Blue Martini e-Commerce sites.

"Where 2 Get It is proud to partner with the industry leader in highly personalized and interactive e-commerce technology," said Vickie McGee, VP Marketing and Business Development, Where 2 Get It. "In addition to already having a number of current customers in common with Escalate Retail, both of our companies share the vision of the Buy Anywhere Fulfill Anywhere™ concept, which enables customers to offer an unparalleled and superior consumer experience that closes the gap between online and offline retail."

"At Escalate, we strongly believe that Buy Anywhere Fulfill Anywhere™ Commerce is the future of retail," said Mike Julson, CTO, Escalate Retail. "Where 2 Get It's sophisticated Business Locator technology helps retailers strengthen the link between brick-and-mortar stores and online commerce to provide customers with ultimate shopping flexibility. We are confident that with the partnership and seamless integration between Where 2 Get It and Escalate's Blue Martini e-Commerce Suite, our customers can be one step closer to synergistic multichannel operations."

About Where 2 Get It

Since 1997, Where 2 Get It, Inc.'s location based services have helped consumers find products and services, online and locally. The company offers comprehensive Web-based dealer locator and product locator technology for manufacturers, as well as Web- and mobile-based store locator and zip code locator technology for retail stores and restaurants. Where 2 Get It also offers local search services including search engine marketing (SEM), search engine optimization (SEO) and local submission. Where 2 Get It has more than 550 clients worldwide including Bostich, Brook Brothers, Buckle, Columbia Sportswear Company, Lane Furniture, Office Depot, Inc., Outback Steakhouse, Rockport, Seiko, Sony and Viewsonic. The company was named a California Top 100 Diversity Owned Business by DiversityBusiness.com. For more information, visit www.where2getit.com.

About Escalate Retail

Escalate Retail is the #1 provider of retail solutions that drive cross-channel excellence and personal, relevant shopping experiences – on the web, in the store and over the phone. Escalate Retail's Buy Anywhere Fulfill Anywhere™ Commerce is powered by Escalate's Cross-Channel Suite, which includes Blue Martini e-Commerce, Relationship Marketing, Clienteling and Order Management. More than 500 retailers run their businesses on Escalate software, including 11 of the largest 100 retailers worldwide, over 50 of the Internet Retailer top 500 e-commerce sites and 14 of STORES Magazine's "Hot 100". The company maintains headquarters in San Diego, CA with three additional offices located across North America and Europe. For more information, visit www.Escalate.com.

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