



## Good News in a Tough Economy: Escalate Retail® Big Ticket Clients Report Positive Growth and Success in 2010

**San Diego, CA, June 7, 2010** — Despite the tough economic conditions, many Big Ticket retailers have posted positive growth in 2010, and most expect this trend to continue in the coming months. According to *Furniture Today's 2010 Exclusive Survey of Top 100 U.S. Furniture Stores*, nearly 40 of the Top 100 companies have opened stores or say they will be opening more stores in 2010 and 2011.

Escalate Retail supports more than 200 Big Ticket retailers (including 28 of the Top 100 U.S. furniture stores) with its Enterprise1 solution. Many of Escalate's clients on the Top 100 list were among the strongest performers in this year's survey.

[Mattress Giant](#), the fifth-largest specialty bedding retailer in the U.S. and a long-time Escalate client, stands as a breakout big ticket retailer, having opened 14 new stores since Memorial Day Weekend. "Without a doubt, our industry has been through a dark period over the past couple of years, but we are seeing promising light at the end of the tunnel," said Steve Williams, Senior Vice President and CIO, Mattress Giant. "We are encouraged by the good news coming out of this year's Top 100 survey and all the positive signals lead us to believe that we'll continue to see improved consumer confidence – and more importantly – strong sales."

Other highlighted results among Escalate clients reported in this year's Top 100 survey include:

- Nineteen Escalate clients who earned spots on the Top 100 list outperformed the Top 100 average sales growth in 2009.
- Eighteen of Escalate's Top 100 clients opened new stores and/or expanded existing stores.
- [Belfort Furniture](#), Washington DC's premier home furnishings retailer and a 2010 Top 100 furniture store, posted five percent growth and \$37.4 million in sales in 2009.
- [Slumberland](#), a Minnesota-based full-service home furnishings and mattress retailer, moved up three spots in this year's Top 100 survey. The family-owned retailer opened five franchise units in 2009 and recently upgraded to the latest version of Enterprise1.

"As the retail industry continues seeing positive signs of strength and growth, it is important that big ticket retailers have best-in-class tools in place to handle increased store traffic and purchases," said Steve Pulver, VP and General Manager, Escalate Retail. "We continue to invest in our Enterprise1 solution in order to provide our current and future customers with a solution that will drive revenue, engage customers in new and unique ways, and help build sustainable customer loyalty."

### 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, on your mobile device, and over the phone. Escalate's All-Channel Commerce delivers revenue-driving interactions in every channel through a powerful portfolio of solutions, including e-Commerce, m-Commerce, Store Kiosks, Pocket Kiosks, 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](http://www.escalate.com).

**Media Contacts:**

Cristan Hutto  
Sr. Marketing Manager  
858-731-2313  
[chutto@escalate.com](mailto:chutto@escalate.com)

Catherine Seeds or Valerie Kusler  
Ketner Group (for Escalate Retail)  
512-794-8876  
[escalatePR@ketnergroupp.com](mailto:escalatePR@ketnergroupp.com)