



Escalate Retail® Launches Latest Release of Clienteling Solution

Enhancements to Escalate's Clienteling platform make it easier than ever to adopt, use, and sell more

San Diego, CA, January 7, 2010 — Escalate Retail today announced the latest release of its Clienteling application, which will be showcased at the National Retail Federation's (NRF) 99th Annual Convention and Expo in New York, January 10-13, 2010 (booth #619.) Escalate has made significant investments and enhancements to the platform, making it easier to implement, adopt, and manage best sales practices throughout the chain.

In today's highly competitive retail environment, merchants rely on their top sales associates to maintain valuable customer relationships and develop new ones. However, without the right tools, retailers often lack the scalability to implement and manage these practices with every sales associate in every store. Escalate Retail's Clienteling helps retailers turn the processes of their top sales associates into standardized practices across the company.

For the latest release of its Clienteling solution, Escalate focused on improving the ease of use and adoptability of the solution, so salespeople can utilize the tools to quickly provide better sales and service to their customers. Deployment is now faster and more cost-effective. Additionally, the completely redesigned easy-to-use interface makes it easy for managers and sales associates to customize their dashboards and workflows to help them better manage, distribute, monitor and improve best sales practices.

Key benefits of the latest release of Clienteling include:

- Increased spend per customer visit
- Increased share of wallet and deeper loyalty
- Improved salesperson effectiveness, resulting in more peak performers
- Higher service levels

"Escalate's Clienteling has always been devoted to helping retailers improve their sales associates' ability to deliver superior, personalized service and increase sales," said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. "We've been looking forward to releasing this latest version, as the new capabilities are key to bringing salespeople onboard quickly and enabling retailers to standardize best sales and service practices chain-wide."

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.

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