



ESCALATE™

R E T A I L

Escalate Retail® Enhances Customer Interactions On the Sales Floor with Clienteling on the iPad®

San Diego, CA, May 12, 2010 — Escalate Retail today announced the availability of its Clienteling solution on the iPad. Only a month after its initial launch, Apple has sold over one million iPad devices and counting. But the question that remains on every retail business executive's mind is, "What can the iPad do for me?"

The potential uses for the iPad in retail are broad, and the rich interface and larger screen size are ideally suited for in-store customer interactions fueled by Clienteling applications. While customers shop in the store, sales associates can escort shoppers throughout the store with real-time access to their complete history, preferences, and recommendations. Escalate Clienteling on the iPad helps retailers take advantage of the mobility and convenience inherent on the device to stay connected to their customer instead of leaving them to go to the POS station to access the information.

"The iPad is an ideal device for Escalate Clienteling," said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. "The portability will allow for more personalized in-store interactions between associates and customers, and the user interface and larger screen size make it easy to access rich customer and product information and to share visuals with the customer as well."

For example, if a customer enters an apparel store looking for new shirts and ties to match his suits, the associate can pull up the customer's virtual closet via Escalate Clienteling on the iPad while they are on the sales floor to see the exact style and color of the suits the customer has already purchased from the store. Additionally, the sales associate can view related and matching items the Clienteling application suggests – all without having to leave the customer's side.

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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