



Direct Commerce Executives Convene to Discuss Industry Trends and Emerging Technologies at Escalate Retail's Ecometry User Summit

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San Diego, CA, May 4, 2010 —Escalate Retail recently hosted its annual Ecometry User Summit in Ft. Lauderdale, Florida. The event attracted over 225 attendees, including Ecometry clients, technology partners and industry influencers.

Each year, the Ecometry User Summit brings together hundreds of industry professionals to network and discuss the latest direct commerce news, trends and Ecometry product updates. The theme of this year's event was "The Future of the Direct Commerce Industry," and Escalate surveyed attendees about their priorities and strategies for success now and in the coming years. The survey results indicated that the Direct Commerce industry is preparing for shoppers' continued migration across channels and touch points:

- 85 percent reported that mobility, social networking and augmented reality will change the way their companies do business this decade;
- They identified Integration, Data Security, Payment Management and Customer Loyalty as four pillars of success in the next decade;
- Almost 40 percent noted that they have dedicated executives and/or planned periodic meetings focused on future trends, indicating a movement toward more dedicated resources and processes for evaluating future trends and the impact on company strategy

The Summit also featured speaking sessions and presentations from industry experts, including Curt Barry (President, F. Curtis Barry & Associates) and Al Bessin (Partner, Lenser Inc.).

"We look forward to holding this event every year, and this was one of the best we've had," said Brian Johnson, VP and general manager, Escalate Retail. "We had great speakers and rich educational and networking sessions, and the industry-wide focus on serving the shopper in all channels validates our strategy. We are investing heavily in the Ecometry suite to help our clients continue innovating to meet the demands of tomorrow's customers."

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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