



Escalate Retail™ Expands its Presence in EMEA

Escalate responds to worldwide e-Commerce growth by allocating top resources to London office

San Diego, CA, April 28, 2009 – Escalate Retail today announced its continued expansion in the EMEA region with a strategic addition to its leadership team in the area. Rob Meyer, Escalate's Sales Director for EMEA/UK, has been named to head up this initiative based on his extensive experience in retail and e-Commerce.

Meyer's promotion will help the company continue to drive sales of Escalate e-Commerce at a time when online shopping continues to be one of the bright spots in retail; in 2008, for example, the U.K. experienced a 25 percent year-over-year increase in online shopping¹.

Meyer brings almost a decade of experience in e-Commerce and cross-channel retail. He works closely with numerous high-profile Escalate customers in the U.S., including Nordstrom, Brooks Brothers, Sephora and The Buckle, in addition to customers in EMEA. Meyer will relocate to London this summer, where he will focus his efforts on supporting Escalate's EMEA clients, as well as business development with additional retailers in the region. Current EMEA clients include Louis Vuitton, Sainsbury's, Debenhams, The Entertainer, Gadgetshop, and Waterford Wedgwood Royal Doulton.

Meyer will work closely with Escalate Retail's existing U.K. team, providing EMEA clients with additional support as they work through solution upgrades and implementations. The expansion will also increase Escalate's brand awareness, giving retailers abroad greater access and exposure to the Escalate Retail name and the proven results of Escalate's e-Commerce solutions.

"Consumers around the world are demanding greater convenience and flexibility in cross-channel shopping, and Escalate addresses these needs head-on with our Buy Anywhere Fulfill Anywhere Commerce™," said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. "Rob's relocation to London aligns with Escalate's strategic goal to increase our footprint in EMEA, and to ensure that retailers in this region have all the information and resources they need about Escalate solutions and services."

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™ includes Escalate 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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ⁱ Office for National Statistics, UK