



Escalate Retail Announces Ecometry On-Demand for Direct Commerce Businesses

Ecometry On-Demand Leverages Capabilities of the Ecometry Direct Commerce Platform to Deliver “Commerce in the Cloud”

San Diego – May 24, 2010 — Escalate Retail today announced the availability of its new Ecometry On-Demand offering, delivering the capabilities of its renowned Ecometry Direct Commerce Platform in a software-as-a-service (SaaS) model. Escalate will showcase the new offering at the 2010 Retail Marketing Conference (RMC) in Orlando, May 24-27, in booth #306.

Ecometry On-Demand offers the full functionality of the traditional Ecometry platform – including Order Management, Customer Service, Order Entry, Order Fulfillment and Warehouse Management – in a SaaS solution designed for the daily operations of the direct commerce industry.

Escalate's Ecometry Direct Commerce Platform has powered many of the top multichannel commerce companies for over 20 years, with a comprehensive platform spanning order capture to pick-pack-ship. Now with the new Ecometry On-Demand offering, merchants can enjoy the same legendary capabilities of Ecometry anytime, anywhere.

In addition to the features of the traditional Ecometry platform, the unique benefits of Ecometry On-Demand include:

- Rapid deployment
- Able to manage volume fluctuations with limitless scalability
- Centralized upgrade and version control supported by Escalate Retail
- Lower technical personnel requirements
- Access via the web anytime, anywhere

“We look forward to exhibiting the new Ecometry On-Demand platform at RMC 2010,” said Brian Johnson, VP and general manager, Escalate Retail. “Retailers and brands are increasingly turning to enterprise-class, cloud-based solutions to meet their technology needs, and Ecometry is a perfect fit for this model. Stop by the Escalate booth at RMC to see Ecometry On-Demand in action.”

For more information on Ecometry On-Demand, visit:
<http://www.escalate.com/products/ecometry-on-demand.asp>.

About Escalate Retail

Escalate Retail is the #1 provider of retail software 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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