



EILEEN FISHER

EILEEN FISHER Selects Escalate Retail's *Buy Anywhere, Fulfill Anywhere Commerce™* Solution

San Diego, CA, May 19, 2009 – Escalate Retail™ today announced that EILEEN FISHER, a clothing company with 44 retail stores and accounts at all major department stores, has selected the company's *Buy Anywhere, Fulfill Anywhere Commerce™* solution to enable an end-to-end cross-channel customer shopping experience. As part of the *Buy Anywhere, Fulfill Anywhere Commerce™* platform, EILEEN FISHER will implement Escalate Retail's e-Commerce, Contact Center, Order Manager, and Fulfillment Manager modules to enhance the customer experience and drive additional revenue. Escalate Retail's consulting partner, Acquity Group, will provide EILEEN FISHER with front-end implementation and hosting services.

"Providing an exceptional customer experience is our top priority. It is important that we are able to take what customers love about our stores and express that online with creativity and brand consistency," said Lauren Croke, Director of Web and E-Commerce, EILEEN FISHER. "EILEEN FISHER selected Escalate Retail because we feel they provide the most comprehensive solution for a seamless shopping experience."

As part of *Buy Anywhere, Fulfill Anywhere Commerce™*, Escalate Retail delivers feature-rich solutions designed to improve the retail customer experience through seamless cross-channel capabilities in the store, on the phone, and over the web. Escalate's cross-channel suite enables the ultimate convenience and flexibility for shoppers, while giving retailers the ability to manage and fulfill customer orders across all areas of a their business including e-Commerce, contact center, stores, order management and fulfillment, distribution centers, and supply chain.

"EILEEN FISHER is a progressive brand focused on establishing positive customer relationships, and we are pleased that they have implemented our end-to-end *Buy Anywhere, Fulfill Anywhere Commerce™* package," said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. "Escalate Retail is committed to helping retailers enhance their customer shopping experience and we look forward to supporting the cross-channel initiatives of EILEEN FISHER in the years to come."

In addition to implementing Escalate Retail's *Buy Anywhere, Fulfill Anywhere Commerce™* and supporting modules, EILEEN FISHER plans to begin selling and shipping internationally, powered by the recent Escalate e-Commerce integration with FiftyOne Global e-Commerce.

About EILEEN FISHER

EILEEN FISHER designs simple clothes that work together, across the seasons and across the years. With pure shapes and fine fabrics, they create sophistication, comfort – and style that lasts. Founded in 1984, the company reported overall sales of \$273 million in 2008. The collection is sold by major retailers and specialty stores across the U.S. and Canada as well as in 44 company-owned stores and online at www.eileenfisher.com. Based in Irvington, N.Y., the company operates showrooms in New York City, Los Angeles, Chicago, Dallas and Atlanta. For more information, please visit www.eileenfisher.com.

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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