



## Escalate Retail Launches Next-Generation Cross-Channel Commerce Platform, Goes Live with Two Customers

### Leading Retailers Complete Successful Roll-Outs of Escalate Retail's Latest Release

**San Diego, CA, December 3, 2009** — Escalate Retail today announced the release of the newest version of its Cross-Channel Commerce Platform with enhanced features for seamless buying and selling across all channels. Escalate's next-generation Cross-Channel Commerce Platform helps retailers drive positive customer experiences on the web, in the store, on a mobile device, and through the contact center.

"The longstanding realities of retail have shifted significantly in the last year, including a strong demand for customer relevance and the necessity to be in all channels all the time," said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. "The value and viability of our latest release are evident in the client successes we're already seeing with EILEEN FISHER and Thorne Research. We're providing these retailers the ability to conduct business in any channel while delivering a positive and consistent experience every time."

Recent enhancements to the platform include:

- *New revenue-generating channels:* By giving consumers the ability to shop anytime, anywhere, Escalate Retail helps retailers create more opportunities to drive revenue. The latest release makes it even easier to deliver a positive, consistent customer experience online, in store, via social networking sites, mobile phones, store kiosks, call centers, and more.
- *More Powerful Shopping Experiences:* Shoppers now have access to a wider range of tools and capabilities that enrich the shopping experience across channels, including international shipping and currency support, store locator and mapping, dynamic customer reviews, enhanced personalization, additional payment options and more. These exciting capabilities are completely integrated into every shopping visit thanks to Escalate's growing partner base, including companies such as FiftyOne Commerce, PayPal Payflow Gateway, MyBuys, Where2GetIt, and Power Reviews.
- *Seamless cross-channel integration:* With enhanced integration across every channel, retailers can easily share inventory, customer, order, product, and promotional information across channels in real-time to ensure that a seamless customer experience is possible and cost-effective. Escalate's continued investment in its SOA framework allows clients to leverage their digital assets and infrastructure in every channel.
- *Empowered business users:* Shoppers today are looking the most interactive, rich online experiences available. The latest release of Escalate's component framework for content management gives business users the ability to create more modular sites in which components can be quickly and easily built, deployed and configured to deliver highly dynamic and interactive shopping experiences at a lower cost.

"In addition to everything we're doing on the customer-facing side to make the experience outstanding for shoppers, we are continuing to invest in our core technology," said Mike Julson, CTO for Escalate Retail and NRF ARTS Board member. "By investing in open source platform alternatives, Escalate is driving down the total cost of ownership, and we have put a great deal of

effort in to ensure that the platform is PA-DSS certified, helping make PCI compliance for our customers a much smoother process.”

Escalate Retail is an industry leader in cross-channel commerce, enabling retailers to create scalable, interactive websites defined by rich, dynamic content, timely and personalized promotions, easy micro-site creation, real-time inventory information, social networking integration, and rich customer and order history. With the vision of Buy Anywhere, Fulfill Anywhere Commerce™, these capabilities are extended far beyond the e-Commerce channel.

With Escalate Retail's Cross-Channel Commerce Platform, retailers can provide the ultimate level of flexibility and convenience that today's customers expect, including the ability to:

- Buy online, pick-up in store, fulfill from warehouse or vendor
- Buy via mobile phone, pick-up in store or fulfill from vendor
- Buy via call center, pick-up in store, fulfill from warehouse or vendor
- Buy in store, fulfill from warehouse or vendor, or pick-up in another store
- Buy online, modify via call center

### **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 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](http://www.Escalate.com).

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