



ADOBE® scene7®

Escalate Retail Announces Co-Marketing Alliance with Adobe

San Diego, CA, August 20, 2009 – Escalate Retail today announced a new business arrangement with Adobe Systems Incorporated that will allow retailers using Escalate’s e-Commerce and Ecometry Commerce suites to utilize Adobe® Scene7, the leading hosted rich media platform designed for companies doing e-Commerce and multi-channel marketing. This co-marketing alliance will help Escalate customers achieve significant cross channel impact and increased sales and revenue.

Available on any version of Escalate Retail’s e-Commerce and Ecometry Commerce solutions, Adobe Scene7 provides Escalate customers with the ability to increase sales and marketing effectiveness; drive additional sales and increase conversion; reduce photography and production costs; automate cross-media management, generation and publishing; and ensure consistent cross-channel branding.

“We are thrilled to be collaborating with Adobe Scene7, the market leader in cross-media solutions, and providing its industry-validated solutions to our current and future Escalate e-Commerce and Ecometry Commerce customers,” said Mike Julson, CTO, Escalate Retail. “Coupled with Escalate technology, Adobe Scene7 solutions will increase revenue and enhance the web and print experience to our clients’ loyal shoppers.”

“Through innovative cross-media solutions such as Dynamic Imaging and eVideos, our technology breaks down many of the barriers of online shopping, creating an interactive and highly personalized customer experience,” said Sheila Dahlgren, Senior Director, Adobe Scene7. “We are excited about working with Escalate Retail and its customers, to further enhance ROI and increase customer loyalty.”

About Adobe Scene7

Adobe Scene7 is an on-demand cross-media platform that enables e-Commerce and multichannel marketing companies to create rich content for website, email or print campaigns more efficiently by automating the production and delivery of high-impact data-driven media. With Scene7, businesses can improve the entire selling and marketing cycle from attracting customers, to guiding them to the right products and services, to successfully converting them into loyal buyers. Scene7 solutions are built on a robust, integrated technology platform for unrivaled breadth, depth, scalability and ease of on-going cross-media use. Solutions include dynamic imaging, eCatalogs, media portal, visual configurators, web-to-print, targeted email and print, and eVideos. For more information, visit www.scene7.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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