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R E T A I L

Escalate Retail® to Launch Pocket Kiosk at NRF 2010

First-ever Pocket Kiosk from Escalate Retail puts the richness of the online shopping experience into every store shopper's hands at the shelf

San Diego, CA, January 6, 2010 — Escalate Retail today announced that it will demonstrate its brand new Pocket Kiosk at the National Retail Federation's (NRF) 99th Annual Convention and Expo in New York, January 10-13, 2010 (booth #619). Escalate Retail's new Pocket Kiosk empowers consumers with the rich information and features of online shopping, all in the palm of their hand – at the shelf.

Many of today's in-store shoppers are no longer satisfied making purchase decisions based upon a brief description on product packaging or shelf labels, so they either go home to do more research online, or they use their Smartphone to shop online. Either way, they have more options than just your brand to shop, and your chances of closing the sale diminish greatly. Escalate's Pocket Kiosk delivers consumers the rich content and convenience shoppers need – in an intuitive and personalized mobile interface - to help influence purchase decisions in your favor by keeping them in the context of your brand.

Escalate's Pocket Kiosk combines existing product content and digital assets with a potent all-channel consumer history site to help you convert more store shoppers to buyers:

- Product details, features, and specifications
- Customer reviews
- Inventory availability in other stores
- Related items
- Personalized promotions
- What others who bought this item also purchased
- Loyalty-based promotions and offers

“By empowering consumers with the content and features of online shopping at the shelf – personalized within the context of each shopper's history with your brand – the Pocket Kiosk is poised to change the way people shop in the store,” said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. “We are excited to demonstrate the Pocket Kiosk at NRF and look forward to helping retailers put it to use to close more sales in the store.”

With Escalate's Pocket Kiosk, shoppers can have all the advantages of online shopping, in-store – and retailers can reap the financial benefits of closing more deals more often.

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'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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