



Escalate Retail Announces New m-Commerce Rapid Launch Program

Escalate e-Commerce customers can now successfully implement an integrated mobile commerce site in just 60-90 days

San Diego, CA, April 16, 2009 – Escalate Retail today announced its m-Commerce Rapid Launch program, designed to get retailers into the fast-growing mobile channel quickly and effectively, in time for the busy back-to-school shopping season.

With over 85 million smart phone users, growing 80 percent each year,¹ consumers are increasingly looking to their mobile devices for greater convenience in making and servicing their purchases.

Escalate Retail's m-Commerce Rapid Launch program enables Escalate e-Commerce customers to implement a fully integrated m-Commerce site, complete with automated order processing, in just 60 to 90 days. The program utilizes Escalate resources and tools to minimize the need for retailers to pull in extensive internal resources to get their m-Commerce sites up and running.

Escalate's approach with the new program is to keep it simple and fast with UI designs to fit small screens with maximum visibility. No additional software or hardware purchase is required for Escalate e-Commerce customers. The program includes a reference set of mobile-enabled pages:

- m-Commerce homepage
- Store locator search and result pages
- Product search and result pages
- Product navigation pages
- Product detail and detail with inventory levels pages
- Shopping cart pages
- Order history and order history detail pages
- User registration and login pages

"Mobile commerce opens up an entirely new channel for retailers to drive revenues and continue expanding the flexibility and convenience they offer their customers," said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. "With the pace of today's growing mobile market, speed is an imperative – and our m-Commerce Rapid Launch program was created to get retailers up-to-speed in the mobile channel so they may quickly begin leveraging the strong opportunity this space presents."

Escalate e-Commerce is part of the Escalate Retail Cross-Channel Suite, which also includes Relationship Marketing, Clienteling and Order Management. The Escalate Cross-Channel Suite powers Buy Anywhere, Fulfill Anywhere Commerce through feature-rich solutions that are designed to improve the retail customer experience in the store, on the phone, and over the web.

¹ Sources: eMarketer, Nielsen.

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™ is powered by Escalate's Cross-Channel Suite, which 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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