



## **Escalate Retail Partners with FiftyOne for International e-Commerce**

### **Escalate e-Commerce now integrated with FiftyOne Global e-Commerce solution**

San Diego, CA, March 24, 2009 – International e-Commerce is more critical than ever for increasing sales and opening up additional markets – and Escalate Retail makes it easier through a new partnership with FiftyOne, the leading solution for internationalizing e-Commerce.

The integration of Escalate e-Commerce with FiftyOne Global e-Commerce provides a turnkey solution that allows retailers to start selling and shipping internationally with the help of the new FiftyOne Integration module. This implementation module layers FiftyOne on top of Escalate e-Commerce at a lower cost and in a shorter time frame than any other approach.

FiftyOne addresses every historical barrier to selling internationally — guaranteeing the best possible landed cost, removing local currency payment and fraud risk, and cost-effectively extending a retailer's marketing and logistical reach to more than 500 million new consumers in Canada, UK and Europe, with support for many more major e-Commerce markets being launched throughout 2009. The joint solution has already gone live at e-Commerce sites for The Buckle and Saks Fifth Avenue.

"Smart U.S. retailers have recognized that international expansion online with FiftyOne is an efficient way to grow revenue," notes Kris Green, chief marketing officer, FiftyOne. "Growth is on every retailer's priority list in 2009, and Escalate is making growth very accessible to its customers by extending Escalate e-Commerce with this FiftyOne integration."

"Internationalization is a top priority for our customers as a way to grow revenue, and Escalate is pleased to partner with FiftyOne to deliver a best-in-class solution that is painless and affordable," said Rich Harmatiuk, vice president and general manager, Escalate Retail. "We believe that with the addition of this module, domestic retailers can increase their e-Commerce sales significantly through seamless international sales and shipping."

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 through seamless cross-channel capabilities in the store, on the phone, and over the web.

### **About FiftyOne Global eCommerce**

The FiftyOne Global ecommerce solution enables retailers to realize the untapped revenue opportunities, and simplify the complexities, of cross-border ecommerce. FiftyOne empowers leading U.S. retailers to utilize their existing ecommerce infrastructure and online shopping experience to merchandise, sell, and deliver product to international shoppers. FiftyOne manages all aspects of the experience, from local country merchandising, multi-currency payments, global logistics and local delivery, to customer service. FiftyOne is powering international ecommerce for retailers including Overstock.com, Anthropologie, drugstore.com,

and SureSource. The company is headquartered in New York. For more information, visit [www.fiftyone.com](http://www.fiftyone.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™ 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](http://www.Escalate.com).

#### **Media Contacts:**

Laura Weinhofer  
VP Marketing  
800-854-2263  
[lweinhofer@escalate.com](mailto:lweinhofer@escalate.com)

Catherine Seeds or Jeff Ketner  
Ketner Group Inc. (for Escalate Retail)  
512-794-8876  
[catherine@ketnergroupp.com](mailto:catherine@ketnergroupp.com), [jeff@ketnergroupp.com](mailto:jeff@ketnergroupp.com)

For FiftyOne:  
Don Goncalves  
Tiziani Whitmyre  
781-793-9380  
[mdgoncalves@tizinc.com](mailto:mdgoncalves@tizinc.com)

Escalate Retail and the Escalate Retail logo are trademarks of Escalate, Inc.

###