



Escalate Retail Partners with Fujitsu to Provide Retailers with Self-Service Guided Selling Capabilities

San Diego, CA, Dec. 30, 2008 – Escalate Retail™ today announced that it will partner with Fujitsu Transaction Solutions to conduct a Guided Selling demonstration on self-service kiosks in their booths at the National Retail Federation show in New York City.

Escalate's Guided Selling solution will be bundled with Fujitsu's U-Serv kiosks to provide retailers with the ultimate self-service package for driving additional revenue and decreasing the demands on in-store personnel. This will be an integral part of Fujitsu's "Univations" self-service initiative, with the goal of complementing Fujitsu's self-checkout and POS solutions with self-service kiosks and mobile commerce opportunities.

Similarly, the partnership will advance Escalate Retail's Buy Anywhere, Fulfill Anywhere Commerce™ capabilities that provide retailers with tools that give their customers the flexibility and convenience to shop however and wherever they choose. In the near future, customers will be able to shop in-store kiosks from Fujitsu deployed with Escalate's intelligent Guided Selling application, empowering customers, and freeing up sales associates to help others who need more one-on-one assistance.

Escalate's Guided Selling tool is a user-friendly product solution software that helps shoppers navigate complex transactions, such as shopping for a new digital camera without knowing exactly which product fits their needs. Guided Selling also provides many opportunities to cross-sell and up-sell additional merchandise, such as a camera bag and extra memory card.

"Customers are expecting retailers to offer self-service options to complement their sales associates and provide timely and accurate information," said Peter Wolf, VP Self-Ordering and Univations Operations, Fujitsu Transactional Systems. "Our partnership with Escalate will enable retailers to provide a better shopping experience for their customers, while helping retailers reduce labor costs and increase sales through cross-sell and up-sell features."

"Escalate's partnership with Fujitsu will open new opportunities for retailers to increase revenue and better service their in-store customers," said Rich Harmatiuk, VP and General Manager, Escalate Retail. "This is a perfect example of how Buy Anywhere, Fulfill Anywhere Commerce™ can play a key role- even within the four walls of a retail store, and our strategy of providing consumers with ultimate flexibility aligns very well with Fujitsu's Univations initiative."

The Guided Selling solution running on the Fujitsu U-Serv 75 kiosk will be on display in the Escalate Retail booth (#2002) and the Fujitsu booth (#411) at the National Retail Federation (NRF) Annual Conference and Expo, January 12-13, 2009.

About Fujitsu Transaction Solutions Inc.

Fujitsu Transaction Solutions Inc., a wholly owned subsidiary of Fujitsu Limited (TSE: 6702), collaborates with retailing companies to relentlessly reduce their costs and facilitate consumer interactions that improve their profitability. Fujitsu's Pervasive Retailing™ approach enables companies to minimize the time, cost and risk of creating interoperability between disparate applications and devices that support a multitude of consumer touch points. Fujitsu's offering includes solution software, point-of-sale store technology, U-Scan self-checkout systems, self-ordering systems and multi-vendor lifecycle services. Customers include Canadian Tire, Chevron Corporation, Hallmark, H-E-B, Kroger, Loblaws, Nordstrom, Payless ShoeSource, Regal Cinema,

Staples, Stop & Shop and The TJX Companies, among others.
For more information, please see: <http://us.fujitsu.com/retailing>.

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 Blue Martini 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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