



Gene Weaver Joins Escalate Retail

***Industry veteran brings more than 20 years of experience
in order management and enterprise applications to new role***

San Diego, CA, April 9, 2009 – Escalate Retail today announced that Gene Weaver has joined Escalate Retail as director of the newly formed “Cross-Channel Center of Excellence” team within the company’s pre-sales business consulting group. In his new role, Weaver will spearhead sales activities with prospective customers and work with the general retail sales team to increase Escalate Retail’s order management and Buy Anywhere Fulfill Anywhere customer wins.

Prior to joining Escalate Retail, Weaver held senior sales and solution engineering positions with Yantra/Sterling Commerce. During his tenure with Yantra/Sterling as the Director of Sales Engineering, Weaver focused on evangelizing and helping to close business for the company’s order management solutions, specifically with cross-channel commerce. Weaver has experienced great success across numerous retail and consumer products including notable brands such as Best Buy, Motorola and Tweeter.

“Gene will be working to orchestrate the collaborative work across all of our key departments in order to harness the strategies, creative assets, technical tools, and tactics we need to be successful,” said Rich Harmatiuk, vice president and general manager, Escalate Retail. “We are confident that under his leadership within our Cross-Channel Center of Excellence team, Gene will increase our effectiveness in the field during selling activity and make a significant difference in our sales results. We are pleased to welcome Gene to the Escalate Retail team.”

Weaver holds a B.A. in engineering from Purdue University. He is an avid outdoorsman who enjoys fishing and hunting, and spending time with his family. Weaver recently traveled with his son to Africa with the Global Family Rescue Organization to support the village of Namyoya in Uganda.

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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