



Gump's San Francisco Goes Live on Escalate Retail's Ecometry Commerce Suite

San Diego, CA, January 5, 2009 – Escalate Retail today announced that Gump's, the upscale San Francisco-based retailer of fine jewelry, furniture, and home décor, has successfully gone live on Escalate's Ecometry Commerce Suite. Gump's has also selected Escalate Retail's integrated .net e-Commerce solution that will provide the retailer with real-time connectivity and industry-leading functionality. Gump's expects to go live with the .net e-Commerce solution in Q1 of 2009.

With continued growth in its online channel, Gump's recognized the need for an order management system with the depth of functionality required for the multichannel retail space. The company looked to Ecometry for a highly flexible, top-tier order management system to manage its merchandising, orders, warehouse and campaigns across all of its channels.

Since implementing Ecometry, Gump's has seen great improvement in end-user productivity. The software's fully GUI-based interface gives users complete control over the application and enables contact center representatives to provide superior customer service. Between the user-friendly interface and Ecometry's ability to increase operational efficiencies, Gump's has experienced material expense improvements in their call center since launching the Ecometry system.

Escalate Retail's Ecometry Commerce Suite fuels over 250 direct marketing businesses today, ranging from emerging companies to powerhouse retailers that process over 200,000 orders per day. The highly scalable Ecometry platform is designed to grow with a business over time and includes two dozen optional modules with pre-built integration into Escalate Retail's Blue Martini e-Commerce platform. The Open Systems design supports best-of-breed technologies, ensuring that the software supports current and future hardware and database solutions.

"Our launch of Ecometry was a resounding success," said Philip Moss, VP of IT and Direct Operations, Gump's. "Escalate Retail's staff and our IT team both worked very hard on the implementation, and we are proud of the results. The ability to own and manage our own feature-rich application will have a significant impact on the success of Gump's' multichannel operations."

"Gump's is a prime example of a retailer who knows what it takes to be successful across channels," said Brian Johnson, VP and General Manager, Escalate Retail. "Ecometry will be instrumental in helping the company maintain its track record of excellent customer service and sustainable loyalty, regardless of where a customer touches the business."

About Gump's

Established in 1861, Gump's is an upscale San Francisco-based retailer of fine jewelry, furniture, and home décor. Gump's has become a pioneer in direct mail retailing through its widely popular catalog and website reaching customers around the world. Gump's is known for showcasing the work of designers, artists and master craftspeople throughout its product offering, as well seeking out one-of-a-kind art and antiques for its gallery. For more information about Gump's, visit www.gumps.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 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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