



Escalate Retail® Positioned in Magic Quadrant for E-Commerce

San Diego, CA, June 3, 2010 — Escalate Retail today announced that it has been positioned by Gartner, Inc. in the “Niche Players” quadrant of the “Magic Quadrant for E-Commerce” for 2009¹. The evaluation is based on Escalate Retail’s completeness of vision and ability to execute.

“Escalate’s Blue Martini solution was conceptualized, designed, and built to serve the unique needs of the retail industry, and we’ve always maintained a 100 percent concentration on retail,” said Stewart Bloom, CEO, Escalate Retail. “We are pleased to be recognized in Gartner’s Magic Quadrant, especially given the stringent requirements for vendors to be included. We believe that Escalate’s positioning as a niche player confirms our singular focus and strength in the retail industry.”

“Escalate Retail is helping retailers re-invent shopping for their customers, and we are doing so for some of the highest volume and most complex e-Commerce websites internationally,” he continued. “We are proud that so many of the industry’s best-in-class retailers run their businesses on Escalate software and continue to experience extraordinary growth in their online businesses. Our customers are planning new upgrades and implementations of Blue Martini Version 10 to leverage Escalate’s all-channel capabilities more than ever before.”

This year’s Magic Quadrant concentrated on companies’ continued shift in moving business to the online channel. Vendors were included based on criteria that included market traction and momentum, capabilities of their e-Commerce platforms, and short-term viability.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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, on your mobile device, and over the phone. Escalate’s All-Channel Commerce delivers revenue-driving interactions in every channel through a powerful portfolio of solutions, including e-Commerce, m-Commerce, Store Kiosks, Pocket Kiosks, 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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¹Gartner "Magic Quadrant for E-Commerce," by Gene Alvarez, May 18, 2010

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