



## **Escalate Retail Announces Partnership with MyBuys**

San Diego, CA, May 11, 2009 – Escalate Retail today announced a new partnership with MyBuys, the leading provider of personalized product recommendations for online retailers.

The partnership with MyBuys provides Escalate customers with another option to the personalization capabilities of Escalate e-Commerce, allowing retailers to outsource their product recommendations to MyBuys instead of managing them in-house. Through this partnership, Escalate e-Commerce customers can quickly and easily incorporate MyBuys' personalization technology into their e-Commerce sites, as well as integrating it with the Ecometry Order Management platform.

MyBuys creates deep consumer profiles based on information that it collects directly from site visitors, and matches it with information gathered from previous in-store and online purchases. Using a patented portfolio of algorithms and real-time optimization, MyBuys determines what products and offers are most appealing to each shopper, then makes recommendations on the site and in personalized emails. According to MyBuys, the company's clients are increasing average order value by 45 percent, improving conversion rates by 90 percent, and boosting overall online revenue five to 20 percent.

"As the leading multi-channel marketer of wine accessories and wine-related products, it's important that we provide new and existing customers with a relevant shopping experience every time they visit," said Francis Juliano, Chief Information and Marketing Officer, WineEnthusiast.com. "We selected the combination of Escalate and MyBuys because of their leadership positions in the retail space, and their ability to help us monetize customer visits by tailoring each user session to the individual. Our conversion rates are up over 200 percent since we've implemented the combined solution."

"The partnership between Escalate and MyBuys makes it simple for Escalate's e-Commerce and Ecometry customers to add the power of our personalized product recommendations," said Paul Rosenblum, Vice President, Products and Strategy, MyBuys. "Personalization technology is a proven way for Escalate customers to improve sales performance, and the solution can easily be added to existing Escalate e-Commerce sites."

"Helping our customers increase revenue is a top priority for Escalate, so we are pleased to announce another personalization option through this new partnership with MyBuys," said Rich Harmatiuk, vice president and general manager, Escalate Retail. "It's another way that Escalate can bring a competitive advantage to our customers to help them make the most of every customer interaction."

### **About MyBuys**

MyBuys is the leading provider of personalized product recommendations for online retailers. The company builds deep profiles based on each individual shopper's behavior, then uses a patented portfolio of algorithms and real-time optimization to deliver the most relevant recommendations. MyBuys' clients are increasing average order value by 45 percent, improving conversion rates by 90 percent, and boosting overall online revenue 5-30%. Premier retailers—including Lancôme, Wine Enthusiast and Cost Plus World Market—partner with MyBuys to offer intelligent, personalized recommendations to their shoppers. Based in Redwood City, Calif., MyBuys is a privately held company. [www.MyBuys.com](http://www.MyBuys.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™ 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).

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