



Slumberland Successfully Upgrades to Latest Version of Escalate Retail's Enterprise 1 Solution

San Diego – March 4, 2009 --- Escalate Retail today announced that Slumberland Furniture, a Minnesota-based full-service home furnishings and mattress retailer, has successfully implemented v12 of its Enterprise 1 for Big Ticket solution in all 117 of its corporate and franchisee store locations.

Slumberland Furniture has been an Escalate Retail customer for more than 20 years and has utilized Enterprise 1 since 1998. Today, Slumberland is one of the top 25 home furnishings stores and one of the top 10 mattress suppliers in the nation. After recent substantial growth, Slumberland decided it would benefit from a more streamlined and customizable solution with additional functionality. Thus, Slumberland turned to Enterprise 1 v12.

Slumberland began seeing benefits immediately after the upgrade, including:

- *Reduced training time.* With a browser-based graphical user interface (GUI) that's easy to navigate and learn, Slumberland employees can focus more on excellent customer service and spend less time on training and navigating the system.
- *Enhanced store image.* The modern, attractive user interface of Enterprise 1 v12 gives Slumberland a sleeker, more contemporary look. Customers can feel comfortable that their purchases are being handled by the most up-to-date, innovative technology.
- *Improved check and report scheduling process.* Enterprise 1 v12 provides a more streamlined and reliable check and report scheduling process that simplifies items such as presenting, finding and deleting reports. The Checkwriter application now allows Slumberland to print checks on laser printers and also offers a new abort and recovery process for misprinted or unusable checks.

Additional functionality benefits of Enterprise 1 v12 include an expanded store code (up to four alpha-numeric characters); mouse-enabled report submission; the ability to rerun check printing without starting over; and web-based help available anywhere within the application.

Slumberland has also utilized the customization features of Enterprise 1 v12 such as selecting its own color theme, splash screen and tool bar images, as well as directly connecting its intranet to Enterprise 1—all reinforcing Slumberland's branding.

"Escalate Retail has been a true partner to Slumberland throughout our relationship and through the upgrade process, and we have been pleased with the results since going live with Enterprise 1 v12," said Kenny Larson, President, Slumberland. "The latest version of Enterprise 1 provides us with improved architecture, stability, and security, and allows our employees to focus on keeping customers happy so they continue coming back."

"Version 12 of Enterprise 1 represents thousands of hours of development and testing," said Steve Pulver, Vice President, General Manager, Escalate Retail. "With a brand new user interface and enhanced functionality, Slumberland is already seeing the benefits of reduced employee training time, greater employee retention and an enhanced public image with their customers."

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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