



Escalate Retail Introduces *Buy Anywhere Commerce*™ for Direct Marketers

San Diego, CA, July 1, 2009 – Escalate Retail today announced the release of new *Buy Anywhere Commerce* capabilities for multichannel and direct marketers. In today's rapidly changing cross-channel environment, consumers expect a positive, consistent experience regardless of how they choose to shop, and *Buy Anywhere Commerce* powered by Ecometry® Commerce Suite seamlessly integrates customer and transaction data for 360° visibility and accuracy across all channels and the enterprise.

Whether consumers choose to shop online, in the store, through the call center, or via mobile phone, *Buy Anywhere Commerce* enables marketers to create more personal and relevant customer interactions across all channels, resulting in more sales, higher margins and stronger differentiation in an increasingly competitive retail market. Today, offering consumers the option to shop how, when and where they want is no longer an option – it is imperative. Escalate Retail makes *Buy Anywhere Commerce* possible with:

- **The industry's best call center:** The Ecometry Call Center brings the most comprehensive, intuitive product to direct marketers, improving their ability to deliver a superior customer experience every time. With dynamic up-selling and cross-selling, retailers can not only improve customer service, but also boost bottom-line revenues.
- **Integrated e-Commerce with Ecometry e-Commerce Manager:** Ecometry e-Commerce Manager has been in production behind the scenes of many multichannel marketers' e-Commerce websites for nearly a decade. With ongoing development and enhancements, Ecometry e-Commerce manager seamlessly manages the e-Commerce business behind many of Escalate Retail's successful clients.
- **Mobile commerce:** Escalate works with its customers to efficiently create m-Commerce sites that are easy to use and consistent with their corporate branding. Additionally, in collaboration with Microsoft TAGs, Escalate offers innovative quick response codes that consumers can "snap" with their mobile phone to be led directly to the promotion or merchandise they're looking for.
- **In-Store POS:** Offered in touch and non-touchscreen versions, Escalate POS provides real-time connectivity to the Ecometry back-end order management and fulfillment platform as part of a multichannel marketer's *Buy Anywhere Commerce* strategy. The solution is highly configurable and easy to use, taking the frustration out of training for sales associates and store managers.

"Over the past several years, many of our long-time Ecometry customers have diversified their business by diving into e-Commerce, adding retail stores, implementing a mobile strategy and more," said Brian Johnson, Vice President and General Manager, Escalate Retail. "This trend has now become a primary driver for staying competitive and growing a direct marketing business. We're confident that Escalate Retail's *Buy Anywhere Commerce* strategy will help marketers make sense of the complex cross-channel environment, while maintaining a consistent and enjoyable customer experience with more flexibility and convenience for shoppers than ever before."

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 Retail 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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