



Escalate Retail Releases Latest Versions of Ecometry with Validation of PA-DSS Compliance

San Diego, CA, July 7, 2009 – Escalate Retail today announced that the latest release of Ecometry, version 10.0.3, has been listed on the PCI Security Standards Council website as a validated Payment Application Data Security Standard (PA-DSS) application. The Ecometry validation reinforces Escalate's commitment to help its clients meet the highest standards of security for all customer-facing systems.

The PCI Data Security Standard was developed "to encourage and enhance cardholder data security and facilitate the broad adoption of consistent data security measures globally."¹ Retail payment security has been prominent in the media for the past several years, with a handful of high-profile breaches, which left consumers increasingly wary of sharing valuable information. With consumer confidence already diminished in the uncertain economy, it is especially critical for retailers to take every step possible to become compliant with the most up-to-date payment security standards.

PCI compliance was named the number one concern for retailers in the next three years, according to the 2009 Retail Technology Study from *RIS News* and Gartner. Along with other required components for full PCI compliance, starting July 2010, the PCI Council (comprised of the five largest credit card brands) will require retailers to use a PA-DSS compliant payment application. Multichannel and direct marketers that are looking for a compliant application to manage and fulfill orders across one or many channels can be assured that the latest Ecometry releases are PA-DSS compliant.

The Ecometry Commerce Suite from Escalate Retail has driven operations behind many of the top multichannel commerce companies for over 20 years, with a comprehensive platform spanning everything from order capture through pick-pack-ship. Powered by Ecometry, *Buy Anywhere Commerce* enables marketers to create more personal and relevant customer interactions across all channels, which results in more sales, higher margins and stronger differentiation in an increasingly competitive retail market.

"For all of our valued customers already using Ecometry, upgrading to version 10.0.3 will be a smooth process, and the new release also features additional functionality that our customers have been asking for," said Brian Johnson, Vice President and General Manager, Escalate Retail. "The credit card brands *will* enforce these standards, so we strongly encourage brands and retailers that are starting to consider the July 2010 deadline to get moving toward compliance now. We have worked diligently to ensure that our latest and upcoming Ecometry releases meet the stringent security standards, and Escalate Retail will always be a step ahead of our customers' security requirements to help them transition seamlessly."

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,

¹ From PCI Security Standards Council FAQ at <https://www.pcisecuritystandards.org/>

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.

Media Contacts:

Laura Weinhofer
VP Marketing
800-854-2263
lweinhofer@escalate.com

Jeff Ketner or Valerie Kusler
Ketner Group Inc. (for Escalate Retail)
512-794-8876
jeff@ketnergrou.com, valerie@ketnergrou.com

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