



Press Release

February 2, 2011

RedPrairie acquires leading all-commerce solutions provider, Escalate Retail

Collective functionality enhances multi-channel retailing with order capture, POS, store kiosk, call center operations, and more

ATLANTA – [RedPrairie Corporation](#), a productivity solutions provider, announced it has finalized the acquisition of Escalate Retail today, a leading provider of all-channel commerce to specialty retailers, direct marketers and big-ticket retailers. The acquisition creates a compelling combination of assets, capabilities, and people that leverage Escalate's capabilities and extend RedPrairie's supply chain leadership position to create a combination of solutions that integrate and optimize the customer experience, from search to sale to delivery, no matter when, where or how the customer chooses to shop.

Escalate's solutions deliver all-channel commerce capabilities that help reinvent shopping for more than 400 brands in the retail vertical, including St. John Knits, The Buckle, Hot Topic, Coldwater Creek, EILEEN FISHER, and The Louvre.

"With this acquisition, RedPrairie will be ideally positioned to manage both supply chain and retail activities, from the time a customer first makes contact with the retailer—no matter the channel, touch point, or device—all the way through to fulfillment," says RedPrairie CEO Mike Mayoras. "Additionally, we have enhanced our ability to leverage our Workforce and Inventory Management solutions to help retailers optimize inventory and fulfillment processes regardless of where the order is in the supply chain."

"The consumer has evolved," says Stewart Bloom, CEO Escalate Retail. "More than ever, consumers are using a number of different channels to interact with retailers outside of the store from online and mobile devices, to call centers and social media among others. Our merging with RedPrairie results in unparalleled capabilities to optimize the customer experience, from search to sale to delivery."

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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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Paris, France
Eindhoven, The Netherlands
York, UK
Johannesburg, South Africa

ABOUT REDPRAIRIE

RedPrairie delivers productivity solutions to help companies around the world in three categories – workforce, inventory and transportation.

RedPrairie provides these solutions to manufacturers, distributors and retailers looking to support business strategies that increase revenue, reduce costs and create competitive advantage.

With over 20 global offices and solutions that are installed at more than 34,000 customer sites in over 40 countries, companies trust RedPrairie workforce, inventory and transportation solutions to deliver an increase in productivity – with the flexibility to adapt as business needs change.

At RedPrairie, we understand today's operational demands and we're committed to delivering solutions that work. We're committed to delivering solutions for the real world.

For additional information, call 1.877.733.7724, or visit RedPrairie.com.

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