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Guidance Announces Partnership with Mediachase

Guidance announced today the founding of a partnership with Mediachase, which will focus on designing, developing, and supporting eCommerce applications built on the Mediachase ECF G5 platform

MARINA DEL REY, Calif. – October 17th, 2008 – Guidance, which helps online retailers achieve market domination by creating captivating and engaging online shopping experiences, announced today that it has founded a partnership with Los Angeles, CA-based Mediachase. Together Mediachase and Guidance will provide powerful eCommerce solutions built on the flexible ECF G5 platform.

Mediachase offers the leading .NET eCommerce framework on the market today. Now in its 5th generation, ECF G5 uses best practices architecture to help Guidance build, extend, integrate and deploy virtually any type of eCommerce solution in any industry. The ECF G5 is built on the latest foundational technologies from Microsoft including VS2008, .NET 3.5, SQL Server 2005/2008, Windows Workflow Framework, AJAX, and a number of other key technologies. Most importantly, the ECF provides Guidance with great architecture to customize and extend customers' solutions. Right out of the gate, Guidance can easily provide a powerful infrastructure to handle B2C and B2B capabilities through the Internet while streamlining processes and reducing the costs associated with growing their customers' online sales channels.

Guidance leverages ECF's powerful features to create compelling online stores that generate outstanding results. "For each client, we develop a custom eCommerce strategy that's smart, nimble and protective of the brand," said Jon Provisor, Guidance owner and CTO. "ECF gives us the flexibility, the variety of features and the modular architecture we need for easy integration and customization. Because it uses the latest .NET technologies, it allows for a more efficient development cycle – which benefits both us and our clients. We're thrilled to be a Mediachase partner."

Mediachase and Guidance will provide eCommerce solutions that give Guidance's customers a powerful and completely customizable eCommerce infrastructure. Guidance's expertise in site definition, development, system support, reporting, hosting and managed services, and eMarketing combined with the Mediachase ECF G5 affords current and future customers an unparalleled eCommerce solution. "The solutions offered by Mediachase and Guidance bring together leading implementation and industry knowledge with cutting edge technology," said Mediachase's President Chris Lutz. "Together we are able to offer our clients powerful, flexible, and extendable software and business solutions."

For additional information, (or for a sample, copy or demo) visit <http://www.mediachase.com/commerce>.

About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical



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leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

About Mediachase

Mediachase designs, integrates, and builds innovative software solutions and tools for companies needing to streamline internal and external business activities. Mediachase is headquartered in Los Angeles, California, and currently has offices in Washington, D.C. and Kaliningrad, Russia. Mediachase is a privately held company established in 1997 with a global client base of installations.

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