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WSS Teams with Guidance for the Launch of their New Online Store

Formerly Known as Warehouse Shoe Sale, WSS Unveils a Newly Redesigned Online Store

MARINA DEL REY, Calif. – August 31st, 2010 - Guidance (www.guidance.com), which builds captivating and engaging online and mobile shopping experiences, is pleased to announce the launch of ShopWSS.com, a newly redesigned website for WSS, a Southern California-based athletic footwear and apparel store. Founded in 1984 and then known as Warehouse Shoe Sale, the retail chain started selling shoes at a local marketplace, which has grown to 54 retail locations across the state, carrying popular brands like Adidas, Nike, Converse, Reebok, among many others.



ShopWSS.com

WSS hired Guidance to completely revamp their website and provide branding and consulting services to improve online marketing and sales performance. The company has been undergoing a rebranding initiative to attract a broader audience, investing heavily on all fronts, besides their new website – from a new physical retail store redesign, to a brand new logo, private labels, etc.

Guidance worked with WSS to create a multi-phased project. Phase I began with the development of a cohesive branding and an intuitive interface design, as well as other development milestones. Phase II included an upgrade to Magento Enterprise 1.9, a state-of-the-art eCommerce platform that powers every facet of WSS's online needs. Phase III also included significant integration with new order fulfillment middleware and additional site enhancements, among other updates and changes.

“From Foot Locker and Eastbay to TOMS Shoes and shoezoo, over a dozen shoe retailers have trusted Guidance to successfully build their online strategy” said Jon Provisor, CTO of Guidance. “When WSS contacted Guidance we were both prepared and excited, and since day-one we’ve been committed to the success of their store”

To learn more about Guidance, visit www.guidance.com.



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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. To date, Guidance's systems have facilitated over \$3 billion in online sales. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, The Coffee Bean & Tea Leaf, ONEHOPE Wine, Relax the Back, Quark, and many others. Partners include: Microsoft, Magento, Mediachase, ATG, and Telligent. Guidance is based in Marina del Rey, Calif.

About WSS

Founded in 1984, WSS offers a wide variety of footwear, clothing, and accessories from all major brands, carrying over 3,000 of the latest styles of such brand names as Jordan, Nike, Converse, Vans, DC, and many more. WSS delivers a wide assortment of merchandise made up of quality products and is proud to be the exclusive distributor of some of these brands in Southern California. Twenty-five years later, WSS is the undisputed leader in many of the communities across Southern California and has successfully opened 50+ locations. For more information on products and store locations, visit www.shopwss.com.

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