

for immediate release



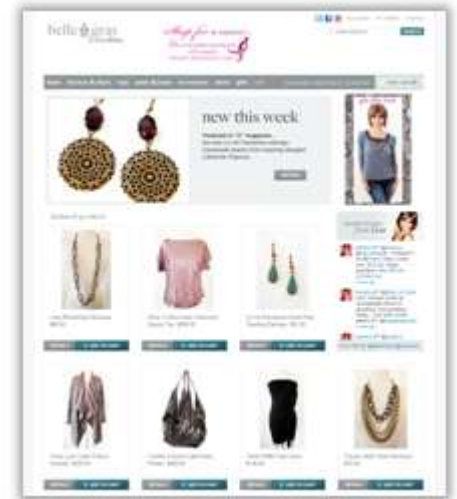
BelleGray.com Receives Star Treatment from Guidance

The Celebrity Owned Fashion Boutique Hires Guidance for a Complete Web Site Makeover

MARINA DEL REY, Calif. – October 6th, 2010 – Guidance (www.guidance.com), which helps online retailers achieve market domination by building captivating and engaging online experiences, announced today the release of BelleGray.com. Owned by celebrities Lisa Rinna and Harry Hamlin, Belle Gray is an elegant boutique located in Sherman Oaks, California.

Belle Gray has been in business since 2003 and an online store was established shortly thereafter. However, after several technical difficulties and poor performance, owners Lisa Rinna and Harry Hamlin contacted Guidance to completely redesign and develop a new online store for Belle Gray.

Guidance chose Magento Community as the eCommerce platform and built a customized site to fit Belle Gray's needs and maintain its sophistication. The new site, www.BelleGray.com, has many great features such as "Get This Look," where shoppers can easily add all of the items worn by one of the featured models directly to their shopping cart. The site also includes an "As Seen On" feature, which shows Belle Gray clothing and accessories by celebrities. Social media and sharing functions like YouTube, Facebook, and Twitter feeds were also integrated within the site.



BelleGray.com

In addition to technical and development services, Guidance is also providing on-going hosting and managed services for the site.

"We are excited that Belle Gray has chosen Guidance to be their Web development firm," says Jason Meugniot, CEO and Owner of Guidance, "It was important for us to provide them with a site that reflected Belle Gray's luxury brand and also gave users an unsurpassed buying experience."

For almost two decades, Guidance has designed and built hundreds of successful Web sites for companies in a variety of industries including entertainment, retail, and consumer products. Clients include Foot Locker, Z Gallerie, Drum Channel, and Pollstar. To learn more about Guidance's work, 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 Belle Gray

Founded in 2003, Belle Gray is a beautiful boutique in Sherman Oaks, California owned by celebrities Lisa Rinna (*Days of our Lives*, *Melrose Place*) and Harry Hamlin (*Clash of the Titans*, *L.A. Law*). From casual to evening wear, Belle Gray features women's apparel and accessories from several high-end designers as well as their own private label. For more information, visit www.BelleGray.com.

Media Contact for Guidance

Alejandra Espinosa
Director, PR & Marketing
Phone: (310) 754-4000
press@guidance.com

