

for immediate release



J. Hilburn Goes Mobile with Guidance Solutions

The Men's Clothing Brand Hires Web & Mobile Development Firm Guidance to Build its iPhone App

MARINA DEL REY, Calif. - October 28th, 2010 – Guidance (www.guidance.com), which builds captivating and engaging online and mobile shopping experiences, announced today the release of a brand new iPhone app built for men's clothier J. Hilburn, the largest custom shirt maker in the country. The app, now available on Apple's App Store, showcases all of the company's products – from shirts and polos to trousers and accessories.

Information Architecture, Visual Design, Technical Design and Mobile Development services were provided to build J. Hilburn's iPhone app on iOS SDK 4. Users of the app can browse J. Hilburn's product catalog by category, type and price, and create their shopping list by selecting items and adding them to their "wardrobes."

Wardrobes can then be shared via email so users and/or their loved ones can shop for these items the next time they are online.

In addition, J. Hilburn's personal style advisors can use the app to easily enter and save orders placed by their clients during their visits. Personal style advisors can be scheduled for a personal fitting and product presentation, at the client's home, workplace or any location and time that fits their schedule.

"It is exciting to see more and more retailers adopting mobile solutions to communicate with their customers and create brand loyalists," said Jason Meugniot, Guidance CEO & Owner. "J. Hilburn understands that its audience is always on-the-go, whether on business travel, at the office or on the golf course. Their new app will be instrumental in bringing their product to their customers' eyes, and we are pleased to have been the development force behind it."

The app – named *J. Hilburn Men's Clothier* – is currently available free of charge at the Apple App Store.

According to a November 2010 survey by research firm Harris Interactive, 76-percent of respondents agreed that all brand name companies and organizations should have mobile applications to make shopping or interacting with them easier. Earlier this year, Apple reported that more than three billion apps had been downloaded from the App Store



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during its first 18 months. For more information about Guidance's mobile development capabilities, visit <http://www.guidance.com/services/mobile>.

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 J. Hilburn

J. Hilburn is bringing luxurious, high quality, personalized men's apparel to the market at affordable prices. By sourcing fabric directly from Italy, selling direct to consumers, and using the latest technology to compress the traditional supply chain, J. Hilburn is able to offer a tailored fit with customized options at half the price of premium brands found in stores. Over the last couple of years, the company has rapidly expanded from its Dallas, Texas roots to over 300 field representatives, 7,500 customers and a growing assortment of products.

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