



Mediachase Announces Guidance Solutions as Partner of the Year

Mediachase Solutions Partner, Guidance Solutions, wins the honor of Partner of the Year, awarded for its excellent work with the Mediachase eCommerce Framework (ECF).

Washington, DC – December 21, 2010 – Mediachase is pleased to announce the 2010 Partner of the Year Award will be presented to Guidance Solutions. This honor is bestowed on Guidance to acknowledge all of their excellent work done with the Mediachase ECF as well as their support and continued development of the partnership between Mediachase and Guidance.

Guidance has an 18-year track record of implementing robust business and eCommerce solutions for clients, focusing on custom solutions that fit clients' specific needs for today and tomorrow. Guidance has been able to combine their experience and expertise with the Mediachase ECF to offer customers unique high-end solutions. A few superb examples of Guidance's ECF-based implementations include [CBTL.com](#) for specialty coffee retailer *The Coffee Bean & Tea Leaf*® as well as [CMEonCall.com](#) for continuing medical education leader, Learner's Digest International™.

Guidance has publically accepted this award, as well as addressed the entire Mediachase Solutions Partner community, during the annual Mediachase Solutions Partners' Webinar held on December 15th, 2010. "Mediachase is proud to be working with such an exemplary company as Guidance" says Peter Yeung, SVP of Sales and Marketing with Mediachase. "It has been a pleasure working with the entire team at Guidance, and we look forward to continued success with them in 2011 and beyond."

"This recognition underscores our continued dedication and success in providing leading-edge eCommerce solutions to retailers," says Jon Provisor, Guidance CTO and Co-Owner. We feel extremely fortunate to receive this award, but it's our mutual clients who are the true beneficiaries of our partnership with Mediachase."

About Mediachase

Mediachase designs, integrates, and builds innovative software products, and tools for companies needing to streamline internal and external business activities. With thousands of customers worldwide, Mediachase is committed to improving the business lives of people implementing connected systems. Mediachase software combines the stability and support of commercial products with openness and choice by including source code and engaging developer communities with each of its software platforms. The flagship ASP .NET eCommerce Framework (ECF) powers hundreds of eCommerce sites globally, and is the .NET commerce platform of choice for industry-leading companies, enterprises, and agencies. For over twelve (12) years Mediachase software has enabled seamless, successful implementations for our customers and worldwide network of partners and developers.

Mediachase **PressRelease**

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Founded in 1997, Mediachase is a privately held company headquartered in Los Angeles, California, and offices in Washington, DC and Kaliningrad, RU.

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, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, Magento, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

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