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Guidance Sponsors and Exhibits at Magento Imagine eCommerce Conference

*Enterprise Partner Guidance Will Be Showcasing Its Latest Solutions at
Magento's Inaugural Imagine Conference*

MARINA DEL REY, Calif. - February 7th, 2011 - Guidance (www.guidance.com), which builds captivating and engaging online and mobile shopping experiences, announced today that it is sponsoring and exhibiting at the first Magento Imagine eCommerce Conference (Imagine). The three-day conference starts on February 7th, 2011 at the LAX Hilton in Los Angeles, Calif.



Hundreds of retailers, online merchants, and eCommerce professionals will gather at Imagine to learn from today's top Web industry leaders on the future of commerce. As a Gold Sponsor of the conference, Guidance will be showcasing its latest work at the event's Marketplace. One of the websites Guidance will feature is that of charitable wine company ONEHOPE (www.onehopewine.com), which donates 50% of its profits to partner charities through its cause-specific varietals of wine.

A Magento Enterprise Partner since 2009, Guidance has successfully built and launched over a dozen Magento websites, including TOMS Shoes (www.toms.com), Period Paper (www.periodpaper.com), City Chic (www.citychiconline.com) and Relax The Back (www.relaxtheback.com), among others. "Magento's Enterprise platform allows Guidance to provide retailers with top-notch eCommerce solutions that can be quickly implemented to produce feature-rich, cutting edge websites," said Mike Hill, Executive Vice-President at Guidance. "We are pleased to support Magento on its inaugural Imagine eCommerce conference and look forward to continue building a solid partnership for years to come."

To learn more about Guidance, visit www.guidance.com. For updates throughout the event, follow @guidance and #MagentoImagine on Twitter.



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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. Guidance is based in Marina del Rey, Calif.

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