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**Attend the Guidance *Commerce Hits Home* Open House at  
the 2012 Shop.Org Annual Summit**

**Boys & Girls Club of Santa Monica to Receive \$2 for Every Attendee Participating in  
the Guidance Annual Summit Promotion**

**MARINA DEL REY, Calif. (August 28, 2012)** – Guidance, a web, mobile and social commerce design and development agency trusted by *Internet Retailer* Top 500 companies, invites retailers to stop by and talk shop at its *Commerce Hits Home* open house at the 2012 Shop.Org Annual Summit in booth 656.

The Guidance *Commerce Hits Home* open house will highlight the commerce services provided to Burlington Coat Factory, The Coffee Bean & Tea Leaf, Foot Locker, Honda, ONEHOPE Wine, Ray-Ban, TOMS Shoes, and ZGallerie.

Guidance CEO Jason Meugniot, CIO Jon Provisor and EVP Mike Hill will be in attendance and available to discuss how Guidance's commerce expertise has enabled retailers to convert online shoppers into buyers.

"Our *Commerce Hits Home* open house is the realization of retailers' commerce efforts – their products in their consumers' homes," said Meugniot. "I encourage retailers to stop by and learn how our experience building international, multi-channel web and mobile retail sites will enable their commerce to hit home," he continued.

Brands such as A.C. Moore, Behr, Gearys, Hyundai, Mars, Murad, Nike, Oakley, Relax the Back, TOMS Shoes, Tissot and others, have trusted Guidance's enterprise-level experience to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

To request a meeting at the conference, please call 310-754-3896, email Mary Ann Biewener at [mbiew@guidance.com](mailto:mbiew@guidance.com), register on our Facebook page at <https://www.facebook.com/guidancesolutionsinc/events> or stop by the Guidance booth 656 in the Shop.Org 2012 Exhibit Hall.

In support of the Boys & Girls Club of Santa Monica, Guidance will also be donating \$2 for every attendee that tweets a photo of himself wearing the Guidance "Commerce Hits Home" bracelet and tags it #guidanceshoporg12. The bracelets will be available at the booth 656.

The conference will take place in Denver from September 10-12, 2012. For updates throughout the event, follow @guidance and #shoporg12 on Twitter.

## About Guidance

A Magento Partner Excellence Award Winner, Guidance designs, builds and hosts highly customized commerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social commerce.

Brands such as Bank of America, Behr, Burlington Coat Factory, Coffee Bean & Tea Leaf, Foot Locker, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

Learn more at <http://www.guidance.com> and connect with us at <http://www.twitter.com/guidance>, <http://www.facebook.com/guidancesolutions>, <http://pinterest.com/GuidanceSolsInc>, and <http://www.linkedin.com/companies/guidance>.

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