



CONTACT: Norma I. Salcido
Director of Marketing & PR
press@guidance.com
310.754.4000

Guidance Partners With Four New Retailers

Visual Design, Commerce Development and Hosting Services to be Provided

MARINA DEL REY, Calif. (April 24, 2012) – Guidance, a web, mobile and social commerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today that it has partnered with four retailers to provide design, development and hosting services for commerce websites in the lighting, personal care, nonprofit, and infrastructure verticals.

“At Guidance, we are committed to creating compelling, reliable and scalable commerce solutions for our clients,” said Mike Hill, EVP at Guidance. “We are excited about each of these online businesses and the unique offerings they plan to deliver.”

Guidance’s vast experience with PHP and Microsoft .NET commerce platforms, coupled with its 19 years of custom web design, were cited as reasons for the wins.

Account Win Details

EnvironmentalLights.com

Guidance will redesign EnvironmentalLights.com, a leading resource for sustainable, energy-efficient LED lighting products to meet the needs of business, commercial and residential clients. Guidance will build their site on the Magento Enterprise eCommerce platform and provide hosting services.

Murad Inc.

Murad Skincare is the ultimate embodiment of Inclusive Health®, the system of whole person care established by dermatologist Howard Murad in 1989 that provides a path to looking and feeling better every day. Murad offers its extensive portfolio of cleansers, toners, treatments, sunscreens and dietary supplements through the company's website, infomercials, beauty supply stores, salons, and spas in more than 45 countries around the world.

Guidance will build Murad's redesigned site on the Magento Enterprise eCommerce platform and integrate it with their Oracle Business Suite.

ONEHOPE Wine

Guidance will design and implement mobile commerce functionality for ONEHOPE Wine and Craft 1933. ONEHOPE is a cause brand that donates 50 percent of its profits to important social causes such as breast cancer awareness (National Breast Cancer Foundation), AIDS research and services (AIDS/LifeCycle), Autism research and services (ACT Today!), preservation and protection of US forests (American Forest) and support for the families of fallen US soldiers (Snowball Express).

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The SERC Reliability Corporation

A nonprofit corporation responsible for promoting and improving the reliability, adequacy, and critical infrastructure of the bulk power supply systems in all or portions of 16 central and southeastern states, SERC has retained Guidance to update its Member Portal. Guidance will rewrite the portal with the latest Microsoft .NET technology.

The SERC portal provides an online, secure vehicle through which its Compliance Enforcement Program, reliability assessment data collection and coordination, recommendation tracking, and many other corporate and member activities are conducted.

About Guidance

Guidance designs, builds, maintains and hosts highly customized commerce solutions for today's leading retailers, boosting brand loyalty, traffic and conversion. 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>, and <http://www.linkedin.com/companies/guidance>.

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