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Independent Research Firm Featured Guest with Guidance and EPiServer in Discussion of 2012 Online Holiday Shopping Season

*Multi-Platform Customer Experience, Promotions and Strategies for 2013 Improvement
to be Discussed during February 13, 2013 Webinar*

MARINA DEL REY, Calif. (February 6, 2013) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, and EPiServer, a global software provider for innovative digital marketing and eCommerce solutions, invite retailers to speak with featured guest Sucharita Mulpuru, VP & Principal Analyst, eBusiness and Channel Strategy with Forrester Research, Inc.; Bob Egner, VP Product Management & Global Marketing with EPiServer; and Mike Hill, EVP with Guidance, about the trends and results of the 2012 online holiday shopping season. The free webinar will begin at 11am PST/1pm CST/2pm EST, on Wednesday, February 13, 2013.

Topics to be discussed include:

- *Data and trends:* Results from the 2012 online shopping season
- *Promotions:* Timing, successes and failures
- *Site experience:* What was important to online shoppers in 2012
- *Mobile strategies:* What works and what is best for your brand and customer
- *Key takeaways:* How to improve results for next year and optimize across channels and devices

“Competitive promotions reached new levels during the 2012 online holiday shopping season in ways not seen before,” said Jason Meugniot, President & CEO of Guidance. “We encourage retailers to attend our webinar to learn how an integrated approach to web, tablet and mobile sites can deliver a seamless customer experience, resulting in higher conversions,” he continued.

The Guidance and EPiServer partnership has yielded higher conversions, better performance and unified customer experiences for online retailers. Egner and Hill will offer real world examples of successful strategies employed this holiday season.

Retailers can learn more and register at <http://ow.ly/hgK3R>.

For updates throughout the webinar, follow @guidance, @episerverus and #eCommHolidays on Twitter.

About EPiServer

EPiServer connects ecommerce and digital marketing to help business create unique customer experiences which generates business results. EPiServer's platform combines content, e-commerce and multi-channel marketing capabilities to work full-circle for businesses online, from intelligent optimization, lead-generation through to conversion and repeat business.

Sitting at the centre of the digital marketing ecosystem, EPiServer empowers online and IT professionals to create superior customer experience for more than 20,000 websites worldwide. Built on .net, and supported by a pioneering partner network of over 630 partners in over 30

countries, EPiServers platform gives customers the ability to deliver the right content to the right person in the right format at a time that suits them. This approach means customers can maximize their investment in digital marketing and increase ROI. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia, Spain, UAE and the United Kingdom. EPiServer is controlled by the IK2007 Fund. IK Investment Partners is a European private equity firm with Nordic roots, managing €5.7 billion in fund commitments.

About Guidance

An EPiServer Premium Solution partner and 2011 Magento Partner Excellence Award Winner, Guidance designs, builds and hosts highly customized eCommerce 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 eCommerce.

Brands such as Bank of America, The 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 thousands of world-class, eCommerce websites and apps that captivate, engage and incite loyalty.

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