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## **Guidance Selected to Redesign and Upgrade Commerce Solution for Good360**

### **Technical Design, Development and Integration Services Will Enhance the Nonprofit's Online Donation Website Serving Almost 30,000 Charities**

**MARINA DEL REY, Calif. (July 10, 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 Good360 ([www.good360.org](http://www.good360.org)) to provide technical design, development and integration services for the nonprofit leader in product philanthropy.

Guidance will upgrade Good360's online product donation catalog onto the Magento Enterprise platform and will integrate it with Navision.

"Good360's online catalog is the cornerstone of our philanthropy model, said Shabab Gruberg, Good360's Chief Technology Officer. "We chose Guidance because we knew their efforts would improve our nonprofit network's online commerce experience and because of their expertise with Magento Enterprise."

Guidance's Magento expertise was recently recognized with the Magento Partner Excellence Award. Out of hundreds of Magento partners, Guidance was honored for its excellence in quality of Magento Enterprise implementations and exceptional customer satisfaction.

"Good360 supports a network of nearly 30,000 pre-vetted nonprofits," said Jason Meugniot, Owner & CEO of Guidance. "It is an honor to support their efforts to help communities in need worldwide."

#### About Good360

Consistently ranked by *Forbes Magazine* as one of the top ten most efficient charities in America, Good360 (formerly Gifts In Kind International) is dedicated to helping people and communities in need by distributing corporate product donations to qualified nonprofits. These include nonperishables, such as apparel, books, toys, personal care products, office and school supplies, computers and much more. On behalf of several Fortune 100 consumer, retail and technology companies, Good360 distributes products to a network of nearly 30,000 pre-vetted organizations. The nonprofit organization was recognized earlier this month with the Committee Encouraging Corporate Philanthropy's Directors' Award as part of its 2012 Excellence in Corporate Philanthropy Awards.

#### 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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