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Guidance Clients Receive Best in Class and Outstanding Achievement in E-Commerce Awards

Yamaha, Mezlan, Max Studio, Rockwell, Brixton, and Five Below are all honored

MARINA DEL REY, Calif. (March 15, 2017) – Guidance, a customer-centric commerce services provider that enables branded manufacturers, distributors and merchants to accelerate growth, announced today that several retail clients have recently received top honors by Interactive Media Awards (IMA).

IMA recognizes the highest standards of excellence in website design and development and honors individuals and organizations for their outstanding achievement. Max Studio, a label under the Leon Max brand, received the *IMA Best in Class* award in the Lifestyle E-Commerce Category which is the highest honor bestowed by the IMA. It represents the very best in planning, execution, and overall professionalism. In order to win this award, the site had to successfully pass a comprehensive judging process, achieving very high marks in each judging criteria – an achievement only a fraction of sites in the IMA competition earn each year.

Positec, manufacturer of the tool brand Rockwell, a leading retailer of Do it Yourself (DIY) tools and lawn & garden equipment and Brixton, a lifestyle brand within the Altamont Capital Partners (ACP) portfolio of companies, also received the *IMA Best in Class* award in the Lifestyle E-Commerce category.

Yamaha Musicsoft received the *IMA Best in Class* award in the Catalog, Retail, and Music categories. In the teen and retail categories, Five Below received an *IMA Best in Class* award.

Mezlan, a leading manufacturer of men's high quality footwear, was awarded the *IMA Outstanding Achievement* award in the Lifestyle E-Commerce category. This was a very competitive category this year and to come out on top was a significant accomplishment.

"At Guidance, our quality standards are extremely high and we are constantly looking at ways we can help our clients achieve meaningful and differentiated customer experiences while accelerating growth," said Jeff Herrera, VP of Marketing and Channel Development at Guidance. "These six awards reflect a passionate commitment on behalf of both Guidance and our clients to exceed the customer's highest expectations."

About Guidance

Guidance is a customer centric commerce service provider dedicated to growth oriented mid-market and enterprise branded manufacturers and merchants in both B2C and B2B with industry leading practices in mobile, optimization, retail strategies, customer experience, innovative design, and complex system integration. Since 1993, national flagship retailers and consumer branded manufacturers have relied on Guidance's expertise to facilitate more than \$5 billion in digital commerce.



Brands such as Foot Locker, Johnny Was, Munchkin, HUF Worldwide, Brixton, Robert Graham, Burlington, Yamaha, and others, have engaged Guidance to develop more than 300 world-class, omni-channel and mobile experiences that captivate, engage and grow sales for retailers. Learn more at <http://www.guidance.com>.

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