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Guidance Launches m.Murad.com

eCommerce, Web Development and Integration Services Provided to Create Skincare eCommerce Mobile Site

MARINA DEL REY, Calif. (March 19, 2012) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, today announced the launch of m.Murad.com, an eCommerce mobile website for Murad, Inc., the dermatologist-developed innovative, science-based skincare line that delivers high-performance topical and internal skincare products. Guidance provided Mobile & Social, Web Development, and Integration services for the new mobile site built on the Magento® Enterprise platform.

"With mobile eCommerce growing daily, Murad recognized the need for a mobile site that did not compromise on user experience," said Jason Meugniot, President & CEO of Guidance. "We delivered a mobile site that provides a rich mobile browsing and shopping experience, utilizing their website's rich merchandising content."

In support of Guidance' recent launch of Murad.com and designed for today's touch screen mobile devices, the new mobile site includes a feature rich product detail page with collapsible navigation that highlights reviews, ingredients, product details and "how to use information". The mobile site also features exclusive offers and links to the website's store and spa locator, and skincare resources.

Additionally, the site is integrated with Facebook, Twitter, Pinterest and Google+ to encourage expansion of the company's social networks.

Guidance integrated the mobile site with Oracle R12, and Chase Orbital Payment Technologies (credit card authorization). Guidance optimized the new mobile site for Android 2.3 and iOS 4/5 platforms.

About Guidance

A 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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