

The NRF's First Retail Innovation & Marketing Conference Features Monetate Roundtable on Real-time Marketing

Practical application of real-time marketing for retailers to be discussed by David Brussin, CEO of Monetate, and Bob Myers, CEO of Sheplers Western Wear

San Francisco, CA / March 3, 2010 - As part of the National Retail Federation's first ever Retail Innovation & Marketing Conference, taking place in San Francisco this week, David Brussin, CEO of conference sponsor Monetate, will today host a roundtable for retailers titled: "Practical Experiences with Real-time Marketing."

"What real-time marketing means for today's retail web site is the ability to change and test anything, anywhere on the site, for any customer, instantly, without waiting on the I.T. department," says Brussin.

According to Brussin: "This need to conduct online marketing and merchandising in real time is being driven by developments in social media, smartphones, and real-time search engines."

Joining Brussin for the roundtable will be retail industry veteran Bob Myers, CEO of Sheplers Western Wear (www.sheplers.com).

"For the online shopper, real-time marketing means a much better shopping experience, one that is more relevant and more compelling," says Myers.

Myers notes that, "For retailers, the results are typically very positive when you are instantly and individually targeting all of your online marketing resources based on what you know about the person who is on your site."

The roundtable takes place Wednesday, March 3, from 11:30AM to 12:45PM, at the St. Francis Westin in San Francisco.

"Monetate is delighted to be sponsoring this inaugural event," says Brussin, adding, "I look forward to sharing with retailers some practical examples of how segmenting and targeting of web store traffic in real time can drive revenue across multiple channels."

About the Retail Innovation & Marketing Conference

Created by the National Retail Federation, the world's largest retail trade association, the Retail Innovation & Marketing Conference is powered by the

Retail Advertising and Marketing Association, NRF's division for marketing professionals, and Shop.org, NRF's digital division. Monetate is proud to be an inaugural sponsor of this event, which combines the strengths of RAMA's Retail Advertising Conference and Shop.org's Strategy & Innovation Forum.

The logo for "The Retail Innovation & Marketing Conference" is displayed in white text on a solid orange rectangular background. The text is arranged in two lines: "The Retail Innovation" on the top line and "& Marketing Conference" on the bottom line.

About Bob Myers

In January, retail industry veteran Bob Myers was appointed Chief Executive Officer of Sheplers Western Wear (Sheplers), a portfolio company of Gryphon Investors, a San Francisco-based private equity firm.



Myers' background includes more than 25 years of national retailing experience. He was at QVC Inc. for over eight years, where he served most recently as Senior Vice President of QVC.com, Multi-Media Platforms, Broadcast Operations & Technology, building the company's nascent e-commerce business to over \$1 billion in sales. Prior to that, Myers spent 15 years working in Stores, Merchandising, Marketing and Strategic Planning at JCPenney and JCP.com, where he became a Merchandise Director in 1999. Sheplers is on the web at www.sheplers.com

About Monetate, Inc.

Every day, Philadelphia-based Monetate, Inc. helps major online retailers like QVC, Urban Outfitters, and Casual Male Retail Group, to make the most of their online marketing dollars. Because people



live, shop, and buy in real time, Monetate products enable e-commerce web sites to market in real time. That means marketers can change and test anything, anywhere on their sites, for any segment of shoppers, instantly, without I.T. Using Monetate Real-time Marketer, companies boost sales while slashing costs and time-to-market. Monetate Mobile adds mobile-native navigation, search, GPS store location, and more, to any site, overnight.

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