

More Leading Consumer Brands Segment, Target, and Personalize with Monetate

To provide web site visitors with an even more personal, relevant, and compelling site experience, Casual Male Retail Group selects Monetate

Philadelphia, PA / September 1, 2009 -- Online marketing tools like personalization and behavioral targeting are one way that retailers seek to meet and beat the challenge of today's tough economy. One supplier of such tools, Philadelphia-based Monetate, today announced that five more consumer brands have joined the growing list of web sites employing its platform to segment, target, and personalize.

The five brands, all part of the Casual Male Retail Group, are: Casual Male XL, Rochester Clothing, B&T Factory Direct, Living XL, and Shoes XL.



"We are delighted to have this opportunity to contribute to the continued success of Casual Male Retail Group's online strategy," said David Brussin, Monetate's co-founder and CEO.

"Monetate has given us the power and flexibility to provide relevant and personalized content to our visitors throughout their online shopping experience," said Ric Della Bernarda, Chief Marketing Officer, Casual Male Retail Group. "The result is incremental revenue across many campaigns."

Of particular appeal to Casual Male was the speed and ease with which Monetate's SaaS platform could be implemented, and the product's testing methodology. According to Della Bernarda, "Monetate's testing methodology allows us to easily and confidently quantify the value of their service."

David Bookspan, Monetate's co-founder and Chief Revenue Officer observed, "Leading edge multichannel retailers like Casual Male are discovering that, by using Monetate, they can deploy personalized messaging and promotions on their sites within a matter of days, with no need for costly I.T. projects or back-end coding."

Added Brussin: "Our full service approach means customers need to invest very little time on their Monetate campaigns while achieving very prompt and ample returns on their investment."

About: Casual Male Retail Group, Inc.

Casual Male Retail Group, Inc. is the retail brand operator of Casual Male XL, Rochester Clothing, B&T Factory Direct, Living XL and Shoes XL and the largest specialty retailer of big and tall men's apparel with retail operations throughout the United States, Canada and London, England. The company operates 466 Casual Male XL retail and outlet stores, 27 Rochester Big & Tall stores, and a direct to consumer business, which includes several catalogs and e-commerce sites. The company is headquartered in Canton, Massachusetts, and its common stock is listed on the NASDAQ Global Select Market.

About: Monetate, Inc.

Monetate, Inc. enables e-commerce web sites to realize double-digit lift in conversion while providing a double-digit decrease in customer acquisition costs. Online retailers who use the Monetate platform to segment, target, and personalize have achieved positive ROI in just a few days while spending just a few hours a week on campaigns. Monetate ShadowCRM (TM) technology tracks and segments visitors across more than 50 dimensions. Monetate's Personalization Managers analyze site performance with SalesMap(TM) technology and craft personalized messaging and promotional campaigns that are delivered by the Monetate platform. All of this is done with zero I.T. impact; there is no site redesign needed, no placeholders, boxes or containers to code. No training is required. Just add the Monetate tag, a single line of JavaScript, to your site, and you are ready to give each visitor a personal, relevant and compelling site experience.



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