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**CenterStone's B2B E-Commerce Solutions Receive Record Adoption**  
*2008 marks fourth consecutive year of significant increase in log-ins and dollars processed*

**DENVER, Colo. – Tuesday, February 10, 2009.** For the fourth consecutive year, CenterStone Technologies reported record numbers for transactions processed through its iVendix and Escape B2B e-commerce applications in 2008. The company's solutions have widespread adoption among specialty retailers and sales reps and help to expand the marketplace for vendors by enabling retail dealers and sales reps to view online catalogs, check inventory availability, create sales proposals and place preseason orders, reorders, and retail employee orders more effectively and efficiently with their vendors. The company predicts that adoption of Web-based B2B wholesale ordering will continue to grow in 2009 as companies realize the competitive advantage that opening up their brands for business 24/7 provides them.

"All of our numbers are up, and up dramatically," reported Tom Detmer, CEO of CenterStone Technologies. "CenterStone's B2B e-commerce solutions, Escape and iVendix, processed almost \$1.3 billion USD in wholesale transactions in 2008. We had a record number of active users in 2008 at more than 17,000, which is a 59% increase over 2007, further demonstrating the acceptance of our solution by sales reps and the specialty retail community. Our B2B solutions received more than 613,000 log-ins, an increase of 64% from 2007, and processed more than 452,000 orders, representing an increase of 35% over 2008. We are pleased with these results, and excited for 2010," said Detmer.

**Challenging economic times**

"These challenging economic times dictate that manufacturing companies align their cost structures and improve the efficiency and execution of their business," continued Detmer. "The specialty retailing community faces similar challenges, and vendors need to look for new ways to foster the continued viability of this important channel. CenterStone helps its clients collaborate with their specialty retail channel by allowing proposals and orders to transfer from sales rep to dealer and back, and to build and promote their brands in the B2B world. We provide tools that facilitate the dissemination of a consistent brand message — quickly, easily and in a timely manner — to specialty retailers and sales reps. Having a B2B e-commerce solution is now an absolute necessity for those brands that want to stay competitive. We want to make it easier and more profitable for those brands to do business with their specialty retail customers. Being 'easier to do business with' will become a key attribute of leading consumer brands and one more reason retail accounts will seek out one brand over another," added Detmer.

**Increased ROI with B2B e-commerce solutions**

CenterStone has witnessed an enormous ground swell of interest in B2B technology as manufacturers have come to understand the value of B2B in driving down the cost of sales as well as its importance in helping to grow top-line sales. Research shows compelling evidence that those manufacturers with B2B solutions — who are therefore easier for specialty retailers to do business with — receive a larger share of retailers' open-to-buy dollars.

Brands currently using CenterStone's Software-as-a-Service (SaaS) platform and making the company's solutions available to retail customers and sales reps include: The North Face, JanSport, Vans, Reef and VF Imagewear, part of VF Corporation (NYSE: VFC); Pearl Izumi; Marmot Mountain, Ex Officio and Marker Apparel, brands of Jarden Corporation (NYSE: JAH); Under Armour (NYSE: UA); Helly Hansen; Perry Ellis

Intl. (NASDAQ: PERY); Geneva Watch Group; Cleveland Golf; Adams Golf; SmartWool, part of Timberland (NYSE: TBL); RipCurl Europe; 180s; Sport Obermeyer; Smith Optics; Rossignol; Dale of Norway; O'Neill Clothing; Pearl Izumi; Hot Chillys; Petzl; Icebreaker; Four Star Distribution (C1RCA); Fresh Produce Sportswear; Yakima Products; Billabong (ASX: BBG); Patagonia Europe; Life is good; New Balance Europe; The Orvis Company and others.

**About CenterStone Technologies, Inc.**

CenterStone Technologies operates a multi-tenant, Software-as-a-Service (SaaS) platform and provides Web-based B2B e-commerce applications in six languages and local currencies in North America and Europe with widespread adoption by specialty retailers and sales reps. CenterStone's e-commerce solutions processed almost \$1.3 billion dollars in wholesale transactions in 2008.

CenterStone Technologies makes vendors more competitive by providing increased inventory turns at retail, reduced customer service costs, and greater speed to market, thus increasing profit margins and improving relationships with their customers – specialty retail dealers. Additional information about CenterStone Technologies, Inc., based in Denver, Colo., with offices in San Diego, Calif., and Paris, France, is at [www.centerstonetech.com](http://www.centerstonetech.com).

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