

StoreXperience Partners With PICOM to Develop and Showcase Innovative Mobile Commerce Offerings in Europe

StoreXperience Joins Microsoft in Signing Agreement With Top Retail and Research Strategy Center in Lille, France

Lille, France – April 30, 2008 – StoreXperience, a company that provides mobile shopping solutions for retailers, brands and consumers, today announced its membership in the International Retail Industry Cluster (PICOM). The announcement coincides with Microsoft's decision to join PICOM, a retail technology center based in Lille, France.

Founded in July 2005, PICOM is a retail technology organization sponsored by 40 top European retailers. The organization analyzes, develops, tests and validates creative retail solutions, aiming to define the store of the future and accelerate the transfer of new technologies from the research lab to the retail floor. Among PICOM's most prominent projects currently underway is L.M.U. (Lille Metropole Ubiquitaire), an urban shopping center with over 130 stores that will serve as a large-scale testing ground for new retail technologies.

StoreXperience will work with PICOM to introduce StoreXperience's mobile technology offerings to the European market. Using 2D Datamatrix barcodes, StoreXperience allows customers to scan in-depth product information onto their mobile devices at participating retail locations. The company then leverages advanced CRM capabilities so that retailers and brands can create relevant promotions and offers based on customer behavior at specific locations in real time.

"PICOM presents a great opportunity to quickly bring StoreXperience to market in Europe," said Hervé Pluche, founder and president of StoreXperience. "We're pleased to be working with PICOM and Microsoft to help bring innovative new solutions to retailers. At StoreXperience we're focused on making it easy to integrate the mobile experience with the physical shopping world, and this joint effort will put our technology in front of a very technology savvy audience."

StoreXperience's decision to join PICOM comes after Microsoft's announcement last week that they will support PICOM and a new center of excellence at Euratechnologies, a young technology incubator in Lille, France.

"Microsoft welcomes the opportunity to partner with PICOM and the city of Lille as part of its broad efforts to develop and deliver technology and applications that will best serve customers in the global retail industry," says Jean-Philippe Courtois, president of Microsoft International. "As a member of Microsoft's Start-Up Accelerator Program in the United States, StoreXperience is a company we have had the chance to work with closely and believe they bring valuable contributions to the retail technology initiatives underway at PICOM."

About StoreXperience

StoreXperience provides mobile shopping applications for consumers, brands and retailers. StoreXperience enables brands and stores to actively manage customer relationships and influence purchasing decisions on an individual basis in specific locations via mobile devices. The company was founded with the mission of transforming shopping by engaging consumers with a consistent, rich experience across all of their shopping environments: via traditional e-commerce, on mobile devices and directly in stores.

StoreXperience is privately held and based in Berkeley, Calif. with offices in Boston, Mass. and Paris, France. More information is available at www.storeexperience.com.