

StoreXperience Joins Microsoft Startup Accelerator Program

Global Program Helps Accelerate the Success of Innovative Startups Committed to Microsoft's Platform Technologies

New York, NY – January 22, 2008 – StoreXperience, a provider of mobile shopping solutions for retailers, brands and consumers, today announced that it has been selected to join the Microsoft Startup Accelerator Program. Led by the Emerging Business Team (EBT) at Microsoft Corp., the program is designed to connect high-potential startups to an extensive support network that provides access to Microsoft people and programs, guidance on future directions, and support to accelerate their success.

Built on the Microsoft software platform, StoreXperience easy ShoppingSM leverages 2D Datamatrix technology - interactive bar code-like symbols that can be placed next to product information cards, on posters, on signage or on websites - to provide consumers with a rich, interactive shopping experience. By downloading a simple software application via a text message to their mobile phones, consumers can then “scan” 2D Datamatrix tags with their phones’ cameras while they shop, receiving in-depth product information supplied by participating retailers and brands through the StoreXperience easy Shopping service.

“With the support of the Microsoft Startup Accelerator Program, StoreXperience has been able to quickly turn our vision into a complete solution that promises to transform the shopping experience,” said Herve Pluche, president and co-founder of StoreXperience. “By basing the StoreXperience offering on Microsoft technology, we’ve been able to speed our time to market and keep our focus on delivering real value for both retailers and consumers.”

Microsoft is committed to serving as a valuable technology and business partner for emerging startups like StoreXperience and their investors. Companies are selected to join the program based on their innovation, marketability, growth potential, funding, platform decision and strategic importance to Microsoft. These companies receive customized engagement plans designed to support their software development and increase market visibility.

“StoreXperience embodies the innovative spirit Microsoft is hoping to support with its Startup Accelerator Program,” said Rodney Bowen-Wright, Director of Business Development, Strategic and Emerging Business Team at Microsoft Corp. “Our strategic relationship with StoreXperience gives us an opportunity to help StoreXperience offer customers an exciting new retail solution based on advanced technologies.”

About StoreXperience

StoreXperience provides mobile shopping applications and creates interactivity in the store between consumers, stores and brands. To consumers, StoreXperience is a Personal Shopping Assistant available on mobile phones, providing product expertise, product associations, and special offers. To stores and brands, StoreXperience is a powerful marketing and consumer management service that informs and influences consumers in the field to maximize spending. Its ability to create, implement and monitor contextual mobile marketing campaigns in real time makes it an invaluable service. StoreXperience builds brand differentiation and creates loyalty, and can be deployed to support internal sales forces. StoreXperience delivers non intrusive mobile solutions that redefine the consumer in-store experience, without the hurdle of large capital expenditures.

StoreXperience is based in Berkeley with offices in Boston and Paris. More information is available at www.storeexperience.com