

Guess?, Inc. increases revenues, average order values through Certona's Resonance Real-Time Personalization Service

- *Presenting the right product recommendations to the right visitors at the right time enhances the Web experience for consumers* -

SAN DIEGO – January 28, 2009 – Certona, a provider of real-time personalization and revenue optimization solutions for multi-channel retailers, announced today that [Guess?, Inc.](#) renewed its Resonance® subscription agreement with Certona after seeing much success with the service in 2007 and 2008.

Since its implementation at the end of 2006, nearly 10 percent of Guess?, Inc.'s online shoppers have responded favorably to Resonance product recommendations, resulting in a substantial incremental revenue lift.

“Resonance has provided our visitors with more relevant choices and in turn has increased our sales,” said Mike Relich, Chief Information Officer at Guess?, Inc.. “The Average Order Value for shoppers selecting recommendations provided by the Resonance service is double that of shoppers who do not respond to any product recommendations. In addition, customers that take advantage of Resonance’s suggestions order nearly twice as many items, on average, as compared to those who disregard recommendations.”

The Resonance service eliminates the tedious, labor-intensive task of manually generating numerous product recommendations and promotions to online visitors, empowering organizations to:

- Fully automate the presentation of cross-sell/up-sell recommendations in multiple locations on the web site,
- Engage visitors in real-time with recommendations that match their current shopping behavior, and
- Offer more relevant, individualized products and promotions.

In addition, Guess?, Inc. is using Resonance® eMail to enhance transactional emails with personalized merchandising.

Resonance leverages the traffic patterns of visitors to help optimize their Web experience without the need for any personal information, third-party cookies or special interaction with the individual. This process is the most effective way to deliver relevant content because consumers’ current behaviors on the site are typically the most accurate representation of their interests and needs at that time, rather than the demographic information provided through an online form months ago or past purchase history.

“Resonance helps our retail clients to better understand their visitors’ behaviors and provide them with a more desirable shopping experience while, at the same time, increase sales,” said Meyar Sheik, CEO of Certona Corporation. “Retailers also appreciate that the Resonance platform does not require any day-to-day management, training or internal resources.”

About Certona Corporation

Certona Corporation is the creator of Resonance®, a real-time personalization and revenue optimization platform for multi-channel retailers. Resonance automates a company's ability to provide relevant, individualized content and experience in real-time, which calls visitors to an online sales or other marketing-related action. The "self-optimizing" system is powered by a sophisticated neural network to deliver real-time product, content, and promotional offers through multiple channels – web, email, call center, point-of-sale, and mobile. Clients are typically up and running in less than a month, and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit www.certona.com.

FOR IMMEDIATE RELEASE

Contact: Alyson Rybar
Stalwart Communications
(858) 740-7252
alyson@stalwartcom.com

###

© 2009 by Certona Corporation. All rights reserved.