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## “SHATTERING THE E-COMMERCE SITE SEARCH STATUS QUO”

*Celebros Announces the Unveiling of the Celebros Salesperson v8 Site-Search and Merchandizing Suite for E-Commerce Professionals at the x.Commerce Innovate Conference in San Francisco.*

Piscataway, NJ. October 12<sup>th</sup>, 2011 - In a move that will revolutionize the way online merchants of all sizes conduct site search and related merchandizing, **Celebros Inc.**, the industry leader in e-commerce site search and merchandizing, today unveiled its **Salesperson v8 Suite** at the 2011 X.commerce Innovate Developer Conference in San Francisco.

Most retailers spend significant amount of money in bringing traffic to their site (SEO/SEM), but fall short in converting the traffic once gets to their site. Celebros innovative solutions address this challenge and help retailers maximize the return on this investment!

“Our mission is to constantly listen to our clients, understand their needs and create the most innovative solutions to maximize their business,” explained Ofer Alt, **Celebros** CEO. “This is how we continue to offer industry-breaking technology that shatters the E-commerce status-quo – and empowers our clients with a unique edge. In the spirit of this Innovate Developer Conference, we introduce the **Celebros v8 Salesperson Suite**. Now online merchants of all sizes will have the effective capabilities to intelligently convert visitors and browsers into paying customers, something every online merchant wants.”

Retailers spend a large part of their day giving customers the best online shopping experience -- optimizing store performance, monitoring queries and clicks, maintaining their catalog – while trying to reduce “user abandonment.” Using cutting-edge conversion technologies, **Celebros** created the new industry revolutionizing **v8 Salesperson Suite** along with the best of breed Concept-based Semantic site-search, thus simplifying the daily search and merchandizing tasks every retailer faces.

This new v8 version allows the retailer to convert visitors that traditionally were falling by the sideways of the “Long-Tail” – where most of the revenues are.

Priding itself as being 100% retail focused, the **Celebros Salesperson V8 Suite** was designed for site search, dynamic navigation and merchandizing excellence. Key expert capabilities include the flexibility to instantly create, monitor and update dynamic campaigns during every step of the process using active intelligence taken from the shopper's current actions and search habits. It's just like having a live salesperson on the floor.

“Perhaps the most exciting feature in the **V8 Suite** is the ability to create virtual categories™ on the go, allowing merchants to bypass both the time and hassle of making online hard-code changes to shop categories and catalogs while going directly to market with the desired changes,” Alt explained.

As part of today’s v8 **Suite** introduction, **Celebros**, the premier partner for site search, dynamic navigation and merchandizing for e-commerce giant **Magento**, also released its newest extension for all Magento editions – to include Enterprise, Professional and Community Editions.

**Celebros** site-search makes a difference to hundreds of top online retailers globally. Right after relevancy and accuracy, performance can make or break a site-search solution. **To date, Celebros is the only in-memory site-search engine with the record response time of 0.05 seconds per query.** Results are indexed and pre-loaded into memory storage, guaranteed to be quickest for returning relevant & accurate search results each and every time.

“Savvy clients with high merchandizing awareness that started working with **v8** were hooked on the product in a matter of minutes,” Alt said. **See a live demo of Celebros Salesperson v8 Suite.** Visit the **Celebros** booth at the x.Commerce Innovate Developer Conference 2011 on October 12th and 13th at the Moscone West, San Francisco.

***Celebros Inc.** develops and sells integrated e-commerce search solutions designed to meet the needs of online retailer and is the industry leader. Its intelligent concept-based, Celebros Site-Search understands a shopper's intent and returns relevant and accurate results every time -- on the first page. This translates into increased Conversion Rates and revenue for online stores.*

*Celebros has offices in New Jersey, Carpinteria, London, Hamburg, Munich, and Roissy CDG cédex, with an R&D center in Tel Aviv. For more information, visit <http://www.celebros.com>, or watch the Celebros YouTube Channels at <http://www.youtube.com/CelebrosInc> and <http://www.youtube.com/ConceptSearch>.*

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