



## Elastic Path Enhances Ecommerce Site Search with Celebros Partnership

*Retailers can extend the impact of ecommerce  
with integrated advanced search and navigation tools*

**Internet Retailer Conference and Exhibition, Chicago IL – June 6, 2006** – Elastic Path Software, the pioneer of flexible ecommerce, today announced a partnership with Celebros, Inc., the industry's fastest growing provider of ecommerce site search, navigation and merchandising technology. The agreement enables Elastic Path and Celebros customers to easily integrate Celebros' Qwiser™ search with Elastic Path's Java-based ecommerce platform.

This software integration will enable online retailers to improve conversion and boost sales by increasing product search result accuracy and performance. Additionally, using filtering algorithms, Celebros Qwiser search automatically highlights items that the shopper is most likely to be interested in.

The partnership offers a key enhancement to Elastic Path's ecommerce solution, which combines low total cost of ownership with unprecedented flexibility to online stores. Mutual clients are already benefiting from the integration of Celebros' Qwiser. For example, CoutureCandy, an online apparel retailer of 'the sweetest fashions on earth', achieved both higher conversion rate *and* average order size, following the launch of an Elastic Path / Celebros-based site last February.

"Tests have shown that conversion rates can increase up to 300% with Celebros site search," said Harry Chemko, CEO of Elastic Path. "Retailers like Couture Candy ([www.couturecandy.com](http://www.couturecandy.com)) and I Want One of Those ([www.iwoot.com](http://www.iwoot.com)) are proving that adding Celebros' best-of-breed search and navigation tools to our platform dramatically impacts site performance."

Elastic Path customers can utilize the hosted version of Celebros Qwiser on their sites while maintaining the critical look-and-feel of a brand-conscious site while expending minimal technical development resources.

Michael Crandell, CEO of Celebros, speaks to this advantage when saying, "Elastic Path powers some of the most customer-friendly online stores I have seen, and combines highly flexible technology with extensive consulting and support. We are delighted with the integration they have created for our site search, which provides a seamless look-and-feel and maintains great search engine optimization benefits for sites that deploy our combined solution."

### About Elastic Path Software

Elastic Path Software pioneered flexible ecommerce for retailers who demand maximum control over rapidly evolving online stores. With Elastic Path, customers can leverage a fully-integrated ecommerce solution, enabling them to thrive in today's increasingly competitive multi-channel marketplace. Companies like Aeroplan, Makeup.com, Procter & Gamble, 24 Hour Fitness, JBoss, Random House, and Xerox use Elastic Path for the core ecommerce features they demand today - and the evolving flexibility they need to engage tomorrow's increasingly sophisticated customer.

### About Celebros

Celebros is the leading international provider of self-learning search, navigation, and analytics solutions for e-commerce sites, headquartered in California. Through rewarding online search and navigation, Celebros solutions increase sales at e-commerce sites worldwide, including Avon, Skymall, RoadRunnerSports, and T-ONLINE.

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Elastic Path Software is headquartered in Vancouver, British Columbia, Canada. Learn more at [www.elasticpath.com](http://www.elasticpath.com) or contact V.P. of Marketing, Jason Billingsley at 604-408-8078 x.226.

Celebros is headquartered in Santa Barbara, California. For more information call 1-877-428-0496 or visit [www.celebros.com](http://www.celebros.com).