St. Bernard Sports Further Advances into the E-Commerce Market with Celerant Technology

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Celerant Provides Integrated Retail and E-Commerce Platform

Staten Island, NY (March 4, 2010) – Celerant Technology, a leader in the retail software industry, recently completed the web development and retail software integration of its client, St. Bernard Sports.

"In addition to the implementation of Celerant Command Retail into their five brick and mortar locations, we developed and launched the St. Bernard Sports website, incorporating sophisticated e-commerce technology with one centralized database." said Ian Goldman, Celerant Technology President and CEO. "Our web team implemented advanced features such as dynamic navigation that enables customers to quickly find styles based on specific criteria, including brand, size, and price. Additionally, the site features custom sale departments, a dynamic shipping calculator for every product page, and advanced wish list capabilities, enabling increased efficacy and usability."

Celerant Technology provides a complete multi-channel solution for retail organizations; from point of sale, inventory management, warehousing, E-Commerce, mail order and more. Celerant offers an array of advanced e-commerce features, including enhanced multi-level navigation, a dynamic shipping calculator,

custom sale departments based on price points, tracking recently viewed items and showing suggested items based on these, and the ability to e-mail wish list items directly from the product page.

"When we began working with Celerant to replace our previous e-commerce site, we were excited about the possibilities for advancement and for the opportunity to have a website that would be a direct extension of our stores." stated Charlie Goyer, E-Commerce Manager at St. Bernard Sports. "In order to make the site as user friendly as possible, we worked with Celerant's web team to create a clean looking layout and ensure ease of navigation. We look forward to making further advancements to the website's design and add features that will enable customers to get more out of the site, including integration of buying clubs and gift registry."

St. Bernard Sports has five locations across Texas, selling a variety of specialty outdoor sporting equipment, footwear, and accessories, along with winter and summer apparel for men, women and children. For more information, visit http://www.stbernardsports.com.

About   Celerant   Technology
Celerant's Command Retail is an advanced real-time retail management system, which manages all areas of retail including POS, Inventory Management, Warehouse, Distribution Center, Allocation, Multi-Channel/E-Commerce/Kiosk, Data Mining, and Back-office, in a single, integrated system. Our advantage is the flexibility of our Java platform, allowing Celerant professionals to conduct cost-effective analysis and adaptation based on the individual needs of each retailer. The result is a better system that meets the needs of retail businesses and gives them the tools to take Command of their success. For more information regarding Celerant Technology, go towww.celerant.com. For information on the Command Retail product, visit www.commandretail.com.

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