

Engage3 Acquires Comparative Prices International to Offer In-Store and Online Pricing Intelligence

Combining in-store and online channel pricing into one data platform allows unique pricing analytics and quality of insight to serve retail and manufacturing customers

San Francisco, USA – September 11th, 2012 – To complement its market leading pricing intelligence platform, Engage3TM, Inc. today announced the acquisition of Comparative Prices InternationalTM, Corp. (CPI), one of the primary providers of in-store product and pricing information in North America for over 40 years. With this acquisition, Engage3 is able to significantly increase its range of online, mobile and in-store price intelligence to its customers. Engage3 customers will also benefit from an outstanding experience base in view of pricing analytics acquisition through remote or in-store channels, data standards and manipulation, and a long history of best-in-class customer service.

“With Engage3 we started by taking care of the most challenging data acquisition issues to combine multiple channels and formats into a normalized, responsive data platform for our customers,” explains Engage3 CEO Ken Ouimet. “With the very practical capabilities and experiences of CPI, we are now ready to deliver the leading retail market intelligence service across online, mobile and in-store channels.”

The ability for retailers and manufacturers to manage prices and assortments across channels has quickly become a strategic differentiator. Engage3 offers the necessary data foundation services by

- Dramatically reducing the effort needed to acquire relevant, targeted market insight with its high-volume, low-touch business model
- Seamlessly extending traditional pricing intelligence formats to allow dynamic pricing capabilities and price optimization
- Offering – by far – the most comprehensive and real-time pricing intelligence data platform for the consumables market to choose from
- Providing leading comparative retail analytics

Plans are to retain all CPI employees and to continue the very aggressive growth of Engage3. As a result of the acquisition, offices of CPI will be merged with those of Engage3 in the Davis, CA location.

About Engage3

Engage3, Inc. is the provider of on-demand, comparative retail intelligence services to empower retailers and manufacturers in the fast-moving price management space. Engage3 does this by having built a next generation database of products and prices across in-store, online and mobile channels. Started in San Francisco in 2008, Engage3 has developed a series of patented “big data” linking and enhancement algorithms that allow unprecedented data processing efficiencies. This enables us to offer the highest



quality, most comprehensive and dynamic product and pricing data source, advanced retail analytics as well as real-time shopper interactions.

Engage3 was founded by price optimization pioneers Ken and Tim Ouimet, who have over 20 years experience helping retailers like Albertson's, Lowe's and 7-Eleven better align their pricing with local demand and competition. Additionally, board member and former Albertson's and Safeway executive Bob Dunst further adds a unique range and depth of retail industry experience.

Copyright © 2012. All rights reserved. All products and services mentioned herein as well as their respective logos are trademarks of their respective owners.