

## Toronto, ON (TORONTO) March 29<sup>th</sup> 2011 -- OrderDynamics Press Release

### Cascio Interstate Music Selects OrderDynamics eCommerce SaaS Platform



Toronto, ON - OrderDynamics, Canada's leading On-Demand eCommerce Platform Provider, announces recent new client partnership with Cascio Interstate Music, a national provider of music products for over 60 years.

As part of their long term digital strategy, Cascio Interstate Music will re-launch their flagship B2C eCommerce website, [www.interstatemusic.com](http://www.interstatemusic.com), on the OrderDynamics [eCommerce SaaS Platform](#) to set the stage for significant retail and wholesale growth over the next 5 years. The new website will simultaneously deliver an improved frontend shopping experience and give Cascio the flexibility to rapidly evolve serving its customers online. The on-demand nature of OrderDynamics will enable Cascio to continuously leverage the latest frontend and backend [eCommerce best practices](#) and features while eliminating the need for internal software maintenance and website hosting.

"We are very excited about continuing to move forward with our digital strategy, which is an increasingly critical component of our Company's future" explains Michael Houser, CEO of Cascio Interstate Music. "OrderDynamics was selected because of their leading platform technology and service model centered around helping us grow" continues Houser. OrderDynamics wraps a proactive service model around each Client, designed to facilitate rapid growth through ongoing guidance and the prompt servicing of future projects.

"Our entire team is thrilled to be the provider chosen by Cascio" says Michael Benadiba, CEO of OrderDynamics. "The project is exciting in many ways and we look forward to a summer launch" continues Benadiba. The new website is slated to launch in August and will incorporate many exciting features like Guided Navigation, Gift and Private Label Cards, Personalization and Recommendations, and more!

**About Cascio Interstate Music**

Since 1946, Cascio Interstate Music has based its business around serving the needs of musician's and schools throughout the United States. Cascio Interstate Music is among the nation's top independent musical instrument retailers, ranking 14th in the nation. Cascio has been operating for over 60 years in the suburban Milwaukee, Wisconsin marketplace, which houses its retail SuperStore, Call Center, Web Center, Quality Assurance and Testing facilities for its own brands of drums, guitars and band and orchestra products, and corporate offices. Its Distribution Center in Waukesha, WI handles over 40,000 items and distributes direct to consumers and schools/districts from the facility. Cascio Interstate offers a wide selection from the world's top brands." More information on the Company is located at [www.interstatemusic.com](http://www.interstatemusic.com)

**About OrderDynamics Corporation:**

OrderDynamics Corporation is a privately owned [eCommerce platform service provider](#) for high-growth B2C and B2B businesses. The success of OrderDynamics is highly attributed to its Software-as-a-Service (SaaS) eCommerce model and Dynamic Merchandising concepts which provide superior control and help drive revenue. The OrderDynamics solution caters to multi-channel retail, manufacturing, business-to-business, and complex online retail. OrderDynamics officially launched its [On-Demand eCommerce Platform](#) in 2006 after 2 years of research and development.

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