

Ugam Interactive Increases Competitive Intelligence Reporting

PriceTrac™ provides sophisticated options for various employee roles.

New York, NY, Oct 19, 2011 –Retail competitor price monitoring is used by a wide range of employee roles, from Junior Merchandisers to CFOs. With this in mind, Ugam Interactive redesigned its competitor monitoring solution, PriceTrac, to offer more report choices. The new release include usage reports for senior management, deeper assortment intelligence, and custom configuration. “We are continually evolving our products and growing our competitive intelligence line to meet and anticipate the needs of our retail partners,” said David Schoenfeld, VP Sales and Marketing. “We have the best data collection and reporting features available. Our customers include some of the largest online retailers who need accurate data when and how they want it”.

PriceTrac is part of Ugam Interactive’s Competitive Intelligence suite and provides competitor pricing, promotion, and assortment monitoring to support top retailers in their market position decisions. Last month Ugam Interactive announced the option for increased and on-demand data collection that is critical during peak selling seasons. PriceTrac is part of their growing competitive intelligence suite which also includes ContentTrac, a competitor online product monitoring solution.

About Ugam Interactive

Ugam Interactive is a global provider of online outsourcing solutions for the retail industry. The company combines innovate, forward-thinking technological development with highly trained analysts to provide customers with accurate, market-leading solutions and Internet content. The two main service lines are Competitive Intelligence Solutions and Online Content, which are used by Top Retailers to grow market share by driving online traffic, improving conversions, and increasing ROI. A division of Ugam Solutions, Ugam Interactive employs 1500+ highly skilled workers across the US and India. With over 11 years as an outsourcing partner for Top Retailers, Ugam Interactive has built strong relationships with its retail customers. For more information visit www.UgamInteractive.com.

For more details, please contact:

Nina Akindele

Marketing Director

Ugam Interactive

585.857.4714

nina.akindele@ugamsolutions.com

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