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FOR IMMEDIATE RELEASE

SPORTS VAULT SELECTS ATHERIO FOR ENTERPRISE WEB AND ECOMMERCE SOLUTIONS

End to End Engagement Will Optimize Web Presence and Enhance Consumer Experience

JACKSONVILLE, FL (November 21, 2013) – Atherio, one of Florida’s fastest growing companies specializing in enterprise technology and business services, today announced that it has been selected by Sports Vault to develop its Enterprise Web and E-Commerce solution (www.sportsvaultshop.com). This integrated platform will enable Sports Vault to better reach its customers by providing rich content, social media integration, analytics and a seamless e-commerce and buying experience.

Sports Vault offers a unique blend of sports related merchandise for the sports enthusiast or gift shopper. Whether visiting the Sports Vault website or a Sports Vault store, consumers will be surrounded by an unmatched selection of autographed sports memorabilia, licensed sports apparel, trading cards and sports novelties, all at competitive prices.

The Atherio end to end solution provides Sports Vault with a significantly upgraded web presence that optimizes content for Search, integrates e-commerce to back end systems such as inventory, facilitates the management of over 100,000 SKUs, and provides real time analytics, as well as, a richer mobile experience. The agreement, which is a multiyear managed services agreement, includes the ongoing hosting, maintenance and management of Sports Vault’s web presence.

The technology upgrades and powerful search metrics Sports Vault will offer, empowers the consumers to search for and acquire unique sports memorabilia that have not been previously accessible to the general public. The enhancements to the website will create more educated consumer buying decisions; assuring the customers they are purchasing high quality collector’s items at a fair price.

“We have been extremely impressed with Atherio’s knowledge, creativity and technical expertise. Our expectation is to drive millions of dollars of merchandise via our website and we are confident that the improvements Atherio has made will support that type of growth,” said Pat Waters, CEO of Sports Vault, adding, “They are a true partner.”

“We are pleased Sports Vault selected us to create and manage their web presence.” said Greg Furst, COO and President of the Americas for Atherio. “Pat and his team have created the most innovative approach to the sports memorabilia market I have seen and Atherio is proud to be their technology services provider.”

About Atherio, Inc.

Atherio is a leading global technology services company providing end-to-end technology enabled business solutions to the enterprise. Atherio is differentiated in the market through their “maniacal focus on client satisfaction”, market driven service offerings and an unsurpassed knowledge of the industries & vertical markets they serve. Atherio has created a strong presence in the web, mobile, ecommerce, ERP, CRM, MDM and payments technology sectors. www.Atherio.com



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Sports Vault offers a unique blend of sports related merchandise for the sports enthusiast or gift shopper. When visiting a Sports Vault store you will be surrounded by the greatest selection of autographed sports memorabilia, licensed sports apparel, trading cards and sports novelties all at competitive prices. Sports Vault is committed to making sports enthusiast dreams come true. It is this dedication that continues to make Sports Vault a fan favorite. www.SportsVaultShop.com

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