

FOR IMMEDIATE RELEASE

Accretive Commerce to Offer LiquidPixels' Dynamic Imaging Solutions

Accretive Commerce and LiquidPixels Form Alliance to Deliver Dynamic Imaging Solutions for Multichannel Merchants

CHARLOTTE, NC AND ROCHESTER, NY – June 5, 2007 – Accretive Commerce, the leading business process outsourcer of direct-to-customer commerce services, and LiquidPixels, Inc., the leader in Dynamic Imaging, announced today a strategic alliance that will provide Accretive Commerce's clients the benefits of LiquidPixels' LiquiFire Dynamic Imaging Solutions.

Accretive Commerce offers merchants a fully integrated, end-to-end eCommerce solution including a market-leading platform, tools, and marketing services to accelerate growth, in addition to outsourced operation solutions in customer care, fulfillment, and logistics. The alliance with LiquidPixels gives Accretive's customers a turn-key, highly functional dynamic imaging solution with advanced capabilities such as interactive Zoom and Pan, Mix-and-Match product presentation, Automatic Color Change, Product Configurators, 360 Spin, and Interactive Catalogs. The integration of LiquiFire into Accretive's eCommerce solution will offer merchants faster response times for images and an overall richer online experience.

"Accretive Commerce's best-of-breed strategy is focused upon giving our client partners the best available technology in a fully integrated solution," said Hank Reeves, Accretive Commerce CEO. "The alliance with LiquidPixels enhances Accretive's eCommerce solution, and provides a better choice for those merchants seeking the leading eCommerce and imaging technology coupled with best-in-class customer care and fulfillment solutions."

"LiquidPixels is excited to be Accretive Commerce's imaging partner," said Steve Kristy, LiquidPixels' CEO. "Accretive Commerce is a rising player in the eCommerce landscape and a proven outsourced operations provider. Integrating our LiquidPixels' LiquiFire solution into Accretive's infrastructure will enable merchants to have a more robust, personalized, and visually engaging on-line shopping experience."

About LiquidPixels, Inc.

LiquidPixels is the leading supplier of advanced Dynamic Imaging solutions. LiquiFire solutions streamline image workflows to dramatically reduce production costs while enhancing the on-line user experience and increasing the likelihood of purchase. Built on open standards, LiquiFire seamlessly integrates into existing Web environments. LiquiFire is available as a hosted service or via on-site enterprise servers providing the broadest offering of features and infinite scalability with tailored solutions for customers having unique needs. Over 60 premium brand companies utilize LiquidPixels as their Dynamic Imaging Partner for Personalized Products, Customized eMail, Product Configurators, Interactive Zoom, and Automated Imaging. A privately held company, LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, please visit www.liquidpixels.com.

About Accretive Commerce

Accretive Commerce is a market-leading business process outsourcer, accelerating companies' growth through a fully integrated range of outsourced eCommerce, Customer Care, and Fulfillment & Logistics solutions and services. Accretive Commerce has a proven track record serving some of the world's best known brands such as American Eagle Outfitters, Godiva, Restoration Hardware, and many others. The company combines market-leading capability, scalability, and flexibility with lean six sigma process excellence to deliver its clients a better brand experience, greater revenues, and lower costs. Accretive Commerce has an unparalleled commitment to customer service and a focus on brand protection that translates into guaranteed results and value creation. For more information, visit www.accretivecommerce.com

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