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School Health Launches Two New Sites on MarketLive v5.5 to Grow Online Business, Enhance Customer Satisfaction, and Distance Itself from the Competition

MarketLive's Multisite Capabilities Allow School Health to Execute Its Business Strategy to Provide Personalized Experiences for Distinct Customer Segments

Petaluma, CA – July 01, 2009 – MarketLive, Inc. (www.marketlive.com), the leading eCommerce platform and services provider, today announced School Health Corporation, the leading supplier of medical supplies and equipment to school nurses, athletic trainers, and other healthcare professionals across the U.S., has launched two new sites—School Health (www.schoolhealth.com) and Sports Health (www.esportshealth.com)—on the MarketLive Intelligent Commerce Platform v5.5.

Having two sites with a single, user-friendly administration tool allows School Health to effectively execute its business strategy to deliver personalized experiences to its customers, while minimizing requirements for staff support. In addition, the new sites enable School Health to grow its online businesses, enhance customer satisfaction, and distance itself from the competition.

“The driving force behind the success of our business is customer service, and a key aspect of this is our use of the Internet to sell to, support, and educate our customers,” said Susan Rogers, President of School Health. “Because of this, it was very important to select the right eCommerce partner. MarketLive demonstrated the ability to continually improve our sites through the use of industry best practices, and by sharing experiences from similar customers. The successful launch of our two sites shows we made the right choice.”

School Health decided it was time for a new eCommerce provider after its home-grown site became too difficult to use and support internally. In addition, the site didn't include many of the marketing, merchandising, and administration features found on today's state-of-the art eCommerce websites.

School Health looked at both packaged and custom solution providers, as well as its current ERP vendor. After a thorough evaluation, School Health selected MarketLive because the company best met its selection criteria that included ERP system integration, ease of administration, the ability to do target marketing and search engine optimization, and the tools to easily update the site without technical expertise.

Most importantly, School Health was looking for an eCommerce partner that would continuously enhance its site by leveraging industry knowledge, experience, and best practices. "Some of the main reasons we selected MarketLive were the positive feedback from other customers, a strong comfort level with MarketLive's experienced executives and staff, and the company's leadership position in the eCommerce industry," said Linda O'Brien, IT Director, E-Commerce Project Manager for School Health and member of the evaluation team.

With the new School Health and Sports Health sites, the company expects to grow the online channel portion of its business significantly by:

- Enhancing customer service and reducing support costs by directing more customers to the website and alleviating the workload on call center support staff
- Improving customer satisfaction by offering a more personalized experience for different types of buyers
- Using targeted marketing and search engine optimization to draw new customers to the site and increase its overall customer base
- Extending its competitive position by providing an online channel that makes it easier and faster for customers to learn about and order products, receive service, and interact with the company
- Building customer loyalty by better educating and training customers through the use of online video
- Reducing the cost of procurement for its customers through the use of the improved eCommerce channel

“It is fulfilling to partner with a company that sees the value of leading its industry by advancing their eCommerce capabilities,” said Mark Pierce, CEO of MarketLive.

“Following the successful launch of School Health and Sports Health, we look forward to our ongoing partnership with School Health to grow their business by leveraging the full power of MarketLive’s eCommerce platform, services and innovation organizations, and community of retailers.”

About MarketLive

Since 1995, MarketLive, Inc. (www.marketlive.com) has provided enterprise-class eCommerce retail technology and services that help fast-growing companies successfully sell goods and services online. Designed to meet the unique requirements of catalogers, retailers, direct marketers, and manufacturers, the extensible MarketLive® eCommerce Suite and MarketLive’s best practices-based Intelligent Selling® methodology enable merchants to enhance their customers’ experience online while dramatically improving acquisition, conversion, and retention rates. The MarketLive Commerce-as-a-Service™ platform is the most retail-targeted, fully featured, customizable eCommerce solution on the market today. MarketLive powers successful retail eCommerce sites, including Peruvian Connection, Bon-Ton Stores, Sport Chalet, Vanity Shops, Gaiam, Wakeside, and TruSnow and many others.

About School Health Corporation

School Health Corporation is the leading supplier of medical supplies and equipment to school nurses, athletic trainers, and other specialty healthcare professionals. More than 60,000 schools rely on School Health for their medical supply needs. Founded in 1950, the company has evolved from a specialized distributor of basic supplies to a consultative solutions provider for major health initiatives including vision and hearing screening, emergency response preparedness, infection control, and wellness plans. Located in a 50,000 square-foot facility in Hanover Park, Ill., School Health Corporation fulfills orders generated through its national sales force, direct mail catalogs, and e-commerce websites.

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