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Mike Hill Joins Guidance Executive Team

Guidance Hires Former ATG Executive Mike Hill to Serve as Executive Vice President

MARINA DEL REY, Calif. - August 10th, 2010 - Guidance (www.guidance.com) which helps online retailers achieve market domination by creating captivating and engaging online shopping experiences, announced today the appointment of Mike Hill as Guidance's Executive Vice President. Hill will be replacing Anna Kennedy, who will be transitioning into a new role at Guidance.

A former ATG executive, Mike Hill comes in with over 15 years of experience in the eCommerce and Web industries. Hill previously served as Regional Manager for ATG, where he was responsible for leading teams, managing and growing strategic relationships and increasing revenues. Over his career, Hill has built and led eCommerce sales teams targeted at clients such as HP, Nike, Sephora, DirecTV, Disney and AT&T, successfully closing project sizes of over \$5,000,000. Prior to working at ATG, Hill served as Business Development Manager at Breakaway Solutions and as Vice President of Strategy and Business Development at TechnoInteractive, Inc., where he provided leadership and mentoring to Account Executives while managing the Sales and Marketing teams to drive new revenue to the company.



Mike Hill, Executive Vice President at Guidance

"Mike joins Guidance at an exciting time of growth," said Jason Meugniot, CEO and Owner of Guidance. "We are thrilled to bring on board someone of his industry experience and caliber and are confident of the key role he will play in helping us accomplish our annual sales and business goals."

Hill will be responsible for constructing and overseeing Guidance's sales strategy, managing the Business Development team, and developing and maintaining key relationships with solution and channel partners, among other duties. His appointment is effective immediately.

Former EVP Anna Kennedy joined Guidance in November 2002 and has since helped grow the company's sales team as well as its revenues – over 50% percent through her tenure. Kennedy will be moving onto a strategic client



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management role. “Anna has been a key player in our growth these last 7 years. We are amazingly grateful for her valuable contribution to Guidance and for making sure Mike’s transition is smooth and welcomed,” added Meugniot.

Mike Hill’s full bio can be found at http://www.guidance.com/about/management/name/mike_hill. For more information, please visit <http://www.guidance.com>.

About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance’s systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, Magento, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

Media Contact for Guidance

Alejandra Espinosa
Director, PR & Marketing
Phone: (310) 754-4000
press@guidance.com

