

For Immediate Release

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**Seedlings Grows its Business and Sprouts E-Commerce Site
Celerant Technology Provides Advanced Integration for Retail and E-Commerce Platform**

Staten Island, NY (March 9, 2011) - Celerant Technology, a leader in the retail software industry, recently completed the web development and retail software integration of its client, Seedlings. This multi-channel platform offers shoppers the ability to have the same experience of browsing through Seedlings' unique selection of baby and children's items both in the store and on the web.

"The E-Commerce site that was developed for Seedlings is feature-rich with advanced functionality that our development staff has created and may be utilized by specialty retailers such as Seedlings, to heighten a customer's shopping experience and enhance site usability," said Ian Goldman, Celerant Technology President and CEO. "The Seedlings site was designed with user friendly search options and custom product layouts to provide tools for both new and recurring customers, enabling them to make informed purchasing decisions."

Celerant Technology, www.celerant.com, provides a complete multi-channel solution for retail organizations; from point of sale, inventory management, warehousing, E-Commerce, mail order and more. Celerant offers an array of sophisticated E-Commerce features, including gift cards and E-Gift certificates, the ability to group packages by color and style, in addition to a searchable and robust gift registry. Celerant's gift registry is integrated into the E-Commerce site and point of sale at the store, allowing customers to easily create a new registry, find a registry, or make changes to an existing registry.

"After the launch of our E-Commerce site, we were pleased to be able to provide our customers with the kind of personalized attention that we give in our store," stated Marlene Sundquist, Vice President of Seedlings. "We feel that it is important to maintain this connection with our customers and focus on the importance of providing high quality foods, baby necessities and accessories. We look forward to growing with Celerant and continuing our work with them to add additional functionality to our site and continue to expand our business."

Seedlings, based in Tampa, FL, offers an exclusive selection of modern and practical products including books, toys, gifts and accessories. Each reflects the perfect balance of art, design and function to inspire children and parents. For more information on Seedlings visit www.seedlings.com.

About Celerant Technology

Celerant's Command Retail is an advanced real-time retail management system, which manages all areas of retail including POS, Inventory Management, Warehouse, Distribution Center, Allocation, Multi-Channel/E-Commerce/Kiosk, Data Mining, and Back-office, in a single, integrated system. Our advantage is the flexibility of our Java platform, allowing Celerant professionals to conduct cost-effective analysis and adaptation based on the individual needs of each retailer. The result is a better system that meets the needs of retail businesses and gives them the tools to take Command of their success. For more information regarding Celerant Technology, go to www.celerant.com. For information on the Command Retail product, visit www.commandretail.com.