



For Immediate Release

February 10, 2011

ORVIS PARTNERS WITH ESITE

Charleston, S.C. — Seeking to attract more customers and increase profits, national retailer Orvis has turned to [eSite](#) for guidance on which markets hold the most promise for growth.

[The Orvis Company](#), one of the country's most established sellers of outdoor gear and apparel, has teamed up with eSite to expand its presence throughout the U.S. The company turned to eSite to grow its current retail network and enhance its direct-to-consumer marketing efforts, signing a multi-year contract with the business intelligence firm.

With eSite as a long-term partner, the company will use highly detailed consumer and geographic data to determine where to locate new storefronts.

"We'll be using our locational analysis tools and proprietary data to advise The Orvis Company on exactly where it needs to set up new stores to maximize profitability," said eSite CEO Tom Blazer. "Our business intelligence software will really take the guesswork out of important business decisions related to everything from market selection and real estate choices to local advertising and marketing efforts."

Orvis adds to eSite's growing list of clients, which currently includes national brands such as The Container Store, Harley-Davidson Motor Company and Mail Boxes Etc., a UPS Company.

About eSite, Inc.

[eSite](#) mitigates risk by providing actionable intelligence that empowers companies to identify profitable new retail locations and optimize the life cycle of existing store networks. The firm uses a proprietary suite of comprehensive tools to help take the guesswork out of big decisions, providing customized solutions for a variety of clients including Winn-Dixie, Oreck and Ruby Tuesday.

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