

For Immediate Release

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**Merz Apothecary Revamps E-Commerce Site for a New Age in Health and Beauty
Celerant Provides Development and Retail Software Integration for www.Smallflower.com**

Staten Island, NY (April 19, 2011) – Celerant Technology, a leader in the retail software industry, completed the web development and retail software integration of its client, Merz Apothecary. The E-Commerce site, www.smallflower.com, is an extension of the brick and mortar location and presents an online store that integrates their diverse inventory with advanced search capabilities and staff reviews.

“The development of smallflower.com included various innovative features for the custom design and functionality of the project“, said Ian Goldman, President and CEO of Celerant Technology. “Our E-Commerce programmers created a sophisticated site that is highly optimized for search engines and includes advanced technology such as a robust search functionality, dynamic filtering, custom checkout options and detailed product reviews. These features enable new and recurring customers to quickly find products and make informed decisions on purchases.”

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 advanced E-Commerce features, including a smart search and dynamic filtering for enhanced site navigation, customized product URLs for search engine optimization, a custom checkout to assign multiple billing addresses and credit card information, specialized blogs for customer and staff product reviews, as well as standardized gift notes and a module for including a gift with a purchase.

“We are extremely pleased with the outcome of smallflower.com and feel that the technical advancements we have added to the site will help to bring our online sales to another level“, stated Anthony Qaiyum, President of Merz Apothecary. “Our business has been family owned for 136 years, and when we were initially looking to extend our online presence, we wanted to find a partner that would help us bring our personalized store shopping experience to our web site. We believe the new site is a major step in that direction. We anticipate continuing our work with Celerant to further enhance both the retail and online sides of our business.”

Merz Apothecary is one of the country's oldest pharmacies and natural health apothecaries. Merz has two locations in Chicago, IL selling an international variety of health and beauty products, ranging from vitamins, supplements and herbal teas to soaps, skin care products and fragrance. Merz Apothecary and Smallflower.com have been featured in many national and international publications. Most recently, Merz Apothecary was named one of the “World’s 12 Best Boutiques” by United Airlines Hemispheres Magazine. For more information, visit www.smallflower.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.