



FOR IMMEDIATE RELEASE:

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Martin Spethman, Managing Partner

Washington, DC, March 6, 2004 – Globalization Partners International (GPI), a provider of website, software and documentation globalization services, has globalized WorldInquiry’s Web market research services suite into Russian, French, Japanese, German, Spanish, Simplified Chinese and Traditional Chinese. WorldInquiry provides “end-to-end” global Web market research services for technology and B2B clients. WorldInquiry.com is a user-driven Web research solution that automates virtually all aspects of the research process.

“We provided internationalization and localization consultation and services in order to fully globalize WorldInquiry.com’s survey application”, said Martin Spethman, GPI’s Managing Partner USA. “The Internationalization (I18N) services included comprehensive Discovery, Assessment, Implementation and Testing in order to ensure the web application suite was easy to localize and was deployable for all target markets”.

“GPI’s upfront education on I18N and L10N for our development staff, as well as a full review and analysis of source architecture, design, development and build processes, provided solid guidance and a methodology to both internationalize and localize our survey application”, said John Adams President of WorldInquiry.

In its two+ years of evolution, WorldInquiry.com has created, hosted, posted, tabbed, and reported results for dozens of Web surveys on topics ranging from global trends in Java and telecommunications to program preferences for the Playboy Channel. It has modules for research project management, survey design, logic coding, hosting, eMail campaign management, data filtering, and guided executive summaries.

About Globalization Partners International: www.globalizationpartners.com

Globalization Partners International provides website, software and documentation internationalization, localization and translation services into over 75 languages.

About WorldInquiry: <http://www.worldinquiry.com/>

Is a Web research solution company offering a self-contained Web application that automates virtually all aspects of the research process. We’ve used it extensively for custom Web projects over the last several years. Clients include InformationWeek, EE Times, the Channels group (Var Business, CRN), the former Communications Week, IDG, Ziff-Davis, the Wall Street Journal, and Business Week.