

## Globalization Partners International to exhibit at world's largest, virtual, online trade show for eCommerce Marketers and eRetailers.

**Washington, DC – July 2, 2008** – Globalization Partners International (GPI), a provider of document, website and software translation services, announced today that it would be exhibiting at [www.eTailXpo.com](http://www.eTailXpo.com) held July 9-10, 2008.

“It is estimated that over 8000 global e-commerce and marketing professionals will attend [www.eTailXpo.com](http://www.eTailXpo.com) from over 79 countries,” says Martin Spethman, GPI’s Managing Partner. “Many of these professionals and firms require GPI’s suite of translation services including:

- » Translation of ad copy for print and pay-per-click
- » Translation of product catalogs for print and online
- » Translation of multimedia for product demos and retail site promotions
- » Translation of Websites (globalization) to enable sites to function in any country
- » Global Search Engine Marketing Launch Services ([www.globalizationpartners.com/sem2](http://www.globalizationpartners.com/sem2))”

“We find that search managers, affiliate managers, brand managers, webmasters, ecommerce managers and others from the online retailing community and search marketing space require one or more of our services as they expand the markets for their products and services globally,” says Stacy Lee Bersbach, Global Marketing Specialist with GPI. “GPI’s booth will be hosted by globalization services specialists who can answer questions on an array of website globalization and e-Business topics. GPI specialists from Argentina, China, Dubai (UAE) and the USA will also introduce a NEW whitepaper series on country specific e-business topics.”

eComXpo’s last event, held in October, 2007, included over 150 exhibitors, 8,000 attendees and 30 presentations making it the largest virtual event ever held. The event remains 100% online, virtual and free for attendees. eTail, celebrating its 10 year anniversary as the industry’s leading event for online retailers, included over 1,200 attendees at their most recent event held Feb 11-14th, in Palm Desert, California.

### *About Globalization Partners International (GPI)*



Globalization Partners International, LLC provides document, software and website translation services into over 100 languages including Arabic, Chinese, French, German, Japanese, Korean, Portuguese, and Spanish. For more information please contact: Martin Spethman at [mspethman@globalizationpartners.com](mailto:mspethman@globalizationpartners.com) Ph: 1-866-272-5874

### *About eComXpo*

eComXpo is the first virtual, online trade show, conference and job fair for eCommerce marketers. Hundreds of exhibitors, sponsors, and presenters gather semi-annually with over 8,000 attendees at this 100% online and virtual event, making it the largest gathering of eCommerce marketers in the world. eComXpo provides many of the benefits of a top tradeshow without the need to leave your home or office. Free attendee registration and additional information is available at <http://www.eComXpo.com>. eComXpo is produced by InXpo (<http://www.inxpo.com>), which also powers online events, custom events and virtual communities in other markets.

### *About eTail*

eTail was launched in 1999 as the premier multi-channel retail event dedicated to supporting the growth of the retail industry through high-level networking and extensive thought leadership. What worked last year, may not work today and definitely won't work tomorrow - that is why eTail is critical to many Retailers' successes. They know they must consistently evaluate the key factors that are driving their industry to ensure innovation and success in 2008 and beyond. Now in its 10th year, eTail deals only in senior-level case studies, panels, workshops and roundtable discussions covering the challenges faced in multi-channel retailing. This industry shaping event reflects the thoughts of key retail innovators, bringing together over 1,200 marketing and e-commerce executives year over year.