Strategic Alliance to Launch Export America ’97

Microsoft, GTE and Trade Compass announced the formation of Export America ’97 a broad- based initiative designed to empower US small and midsize exporters with technology solutions. Export America ’97 will feature a series of Export America ’97 conferences in 15 cities throughout the US. The conferences will demonstrate Internet-based technology and business solutions and will feature hands-on Internet training. leading speakers, and information and services of benefit to US exporters and globally-minded companies. Topics will include how to access the Internet, productivity- boosting Internet desktop solutions, strategies for penetrating international markets. tapping Internet-based government and private sector trade information databases, leveraging technology to level the playing field, and Internet- accessed business tools. Hands-on workshops will provide information about how businesses can establish a Web presence, power marketing via the Internet, electronic commerce tools, telephony solutions, as well as advice about selecting Internet software and resources.

Also provided will be interactive training on Internet applications and on-site assistance and feedback from industry experts. Attendees will be offered the “Export Success Kita technology resource package which includes a CD ROM integrating GTE’s Internet access software, Microsoft’s Internet Explorer 3.0 browser and software demos, and pointers to export information and trade resources on Trade Compass World Wide Website The “Export Success Kit will also include Microsoft’s video Doing Business on the Internet” a part of Microsoft’s America at Work series and free software and Internet resources. Leading US companies offering business solutions to small and midsize exporters are being invited to join with Microsoft, GTE and Trade Compass as sponsors of the Export America ’97 initiative.

The Export America ’97 conference series is slated to be launched on April 16th in Atlanta and will be held in 14 additional cities. A final conference will be held in Washington DC. Microsoft, GTE and Trade Compass plan to continue the initiative in 1998 with conferences and programs throughout the world including Export World London, Export World Tokyo, Export World Frankfurt, and Export World Rio as well as other select US and international cities.

Nigel Burton, Director, Microsoft Small Business Marketing, states, “The combination of Microsoft Internet 3.0, GTE Communications Services and Trade Compass allows a small business to take full advantage of the international marketplace”. Dan Jensen. Vice President-General Manager. GTE Enterprise Solutions agrees, “The key to success for small business in today’s marketplace is effective management of information. It takes the right combination of market knowledge, application software and communications services to meet this challenge.” The Export America 97 program, adds Browning Rockwell.

“The Export America, ’97 program”, adds Browning Rockwell, President of Trade Compass, “is a means for small and midsize US exporters to quickly ramp up with Internet-based technology and information that they will need in order to compete in the new global marketplace.

Founded in 1975, Microsoft is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

GTE, with annual revenues and sales exceeding US$21 billion, is one of the largest publicly held telecommunications companies in the world. It is also the largest US-based local telephone company and a leading cellular-service and Internet service provider – with wireline and wireless operations in markets encompassing about a third of the country’s population. GTE was the first of its peers to enter the long distance business, including international calling, and currently serves over 850,000 customers nationwide. Outside the United States, where GTE has operated for more than 70 years, the company serves over 6 million wireline and wireless customers.

Trade Compass, founded in January, 1995. offers the most comprehensive Internet-based resource for mission-critical market intelligence information and logistics tools for companies engaged in international business. Trade Compass provides real-time international business news, trade leads, country and company market intelligence reports, and a logistics system including electronic export documentation filing, shipping schedules, shipping schedules, cargo booking, air and ocean cargo tracking and the only Internet EDI connection with US Customs.