



Globalization Partners International (GPI) provides translation and website localization services for Live Earth Concerts the most-watched entertainment event in online history.

WASHINGTON, DC – July 25, 2007 - Globalization Partners International (GPI), a provider of document, software and website translation services, announced today that it provided translations and website localization services for Live Earth, the 24-hour, 7-continent concert series that took place on 7/7/07 and brought together more than 100 music artists and 2 billion people to trigger a global movement to solve the climate crisis. During MSN's exclusive live coverage, more than 8 million people watched over 15 million streams, with peak simultaneous viewership of 237,000 people, making it the most-watched entertainment event in online history.

“The Live Earth organization needed to localize key sections of www.liveearth.org into nineteen (19) different languages ranging from Arabic to Zulu including web pages where viewers worldwide could make pledges to help fight global warming,” said Martin Spethman, GPI’s Managing Partner. “In addition, Live Earth needed a series of “Solutions” translated which detailed ways to help fight global warming based on the book “The Global Warming Survival Handbook: 77 Essential Skills to Stop Climate Change- or Live Through It” by David de Rothschild. The Solutions were made available for download on the Live Earth Site.”

“Globalization Partners' domain expertise in supporting international environmental projects, coupled with their extensive experience in website globalization for high-profile websites, led to their selection as our event and campaign translation partner. Their work allowed us to support online viewers’ ability to take the Live Earth pledge in their own language in MSN’s 39 local markets,” said Catherine Geanuracos, Interactive Strategy, Live Earth.

GPI offers one of the most comprehensive document and website translation packages in the marketplace with services including:

- Translation and Copy Writing
- Cultural Correctness Assessments
- Multilingual Desktop Publishing
- Multimedia Localization (Authoring, Recording and Talent)
- Multilingual Content Management Systems
- Global Search Engine Marketing (country-specific SEO)
- Website Globalization Strategy
- Website Testing

To learn more about these and other services offered by GPI, or to get a FREE Document or Website Globalization Guidebook, visit www.globalizationpartners.com.

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 Ph: 1-866-272-5874

About Live Earth



Live Earth was a monumental music event that brought together a global audience on July 7, 2007 to combat the climate crisis. Live Earth staged official concerts in New York, London, Sydney, Tokyo, Shanghai, Rio de Janeiro, Johannesburg and Hamburg – as well as special broadcast events in Antarctica, Kyoto and Washington, DC – and featured more than 150 of the world's best music acts. Live Earth reached its massive audience through an unprecedented media architecture covering television, radio, Internet and wireless channels. Live Earth concerts were broadcast to a live worldwide audience by MSN at www.LiveEarth.MSN.com.

Live Earth's 24 hours of music across 7 continents delivered a worldwide call to action and the solutions necessary to answer that call. Live Earth launched a multi-year campaign to drive individuals, corporations and governments to take action to solve the climate crisis. Live Earth is partnering with the Alliance for Climate Protection, Avaaz, The Climate Group (We're in This Together), Stop Climate Chaos (I Count) and other international organizations in this ongoing effort. Live Earth was founded by Kevin Wall, CEO of Control Room, the company that produced the concerts globally. Former U.S. Vice President Al Gore is the Chair of the Alliance for Climate Protection and a Partner of Live Earth.