



Globalization Partners International (GPI) Achieves Platinum Partner Status with Leading Web Content Management Provider Ektron

GPI's experience with Ektron CMS400.NET Enables Clients to Launch Comprehensive Multilingual Web sites

WASHINGTON, DC – October 10, 2007 - Globalization Partners International (GPI), a provider of document, software and website translation services, announced today that it has achieved “Platinum Certified Partner” status with Ektron, a leading Web content management technology provider. “In the last year alone, we have utilized Ektron as the content management system of choice for an array of clients who needed to localize their Web sites into different languages,” said Martin Spethman, GPI’s Managing Partner. “We successfully deployed Ektron CMS400.NET for a cost-effective and efficient approach to our Web site localization initiatives.”

“GPI has extensive experience interfacing with a wide range of web content management systems for clients who need to create multilingual Web sites,” said Mariano Drzazga, Global IT Manager for GPI. “The Platinum Partner status designation recognizes our deep experience with Ektron’s Web content management technology and our success with maximizing Web site localization projects for our customers.”

GPI’s Web site localization services that incorporate Ektron’s CMS400.NET platform include:

- Comprehensive design, development and hosting for multilingual websites
- Localization of existing Web sites into other languages
- Partnering with interactive agencies to create language versions of English sites
- Global Search Engine Optimization Launch Services

Ektron CMS400.NET is Ektron’s all-in-one platform for creating, deploying and managing interactive Web, intranet and extranet sites. It offers support for organizational globalization strategies by making it simple to manage all aspects of content creation, localization and publishing from within a single Web-based application. CMS400.NET provides:

- Complete integration between a site’s native language and translated content
- Automated workflows for reviews and approvals
- Built-in support for the XLIFF XML standard
- Machine translation for multilingual projects

“Ektron CMS400.NET manages more than just Web content. Our technology enables organizations to comprehensively create and manage *all* multilingual functionality for each language represented on Web sites,” said Ed Rogers, Chief Operating Officer, Ektron, Inc. “By coupling our Web content management technology with GPI’s extensive language and



localization expertise, companies can deliver content to a global audience, support their brands in many languages, and expand market share.”

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: mspethman@globalizationpartners.com, Ph: 866-272-5874.

About Ektron

Ektron’s web content management and authoring solutions are affordable for any organization and simple enough for anyone to use, yet offer webmasters, designers and developers all the tools they need to create, deploy and manage interactive web, intranet and extranet sites in one platform. With Ektron CMS400.NET, companies can do what they want on the Web, including developing rich sites for personal, two-way communication with visitors, building community through memberships, blogs and forums, and attracting more repeat visits using RSS feeds and web alerts to increase business opportunities. An open API allows for easy customization and extension. Ektron is headquartered in Amherst, N.H., and has more than 18,000 customer implementations worldwide, including Unilever, Intel and Pfizer. For more information, visit <http://www.ektron.com>.

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