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## **AbroadLink Announces Outstanding Final Quarter Results: Clients Reap the Reward as AbroadLink Launches their Customer Loyalty Reward Program**

**February 2005**

AbroadLink, a leading translation and localization company based in the heart of the Spanish market, announced today their unprecedented final quarter results for the 2004 fiscal year. International Sales and Project Manager, Kerry-Lynn Martin attributes the 30% improvement in company performance to the marketing campaign launched in early fall.

The campaign, spearheaded by Ms. Martin, has focused on offering AbroadLink's tried, tested, and winning formula of quality, customer service, expertise, and timely results to US clients. "We have helped US exporters make sense of the regulatory and marketing demands of doing business in the EU," explains Kerry-Lynn Martin, "Our project management team has worked closely with US clients to breakdown linguistic barriers between the US and the lucrative rapidly expanding European markets."

Since initially approaching the American market, AbroadLink has doubled its client base. AbroadLink considers the key to their success to be their offer of all the benefits and comforts of working with a company close to the client who operates in the actual heart of the target market. Benefits include EST office hours, US toll free number, 24x7 project access, experienced native English speaking project managers, and customized QA processes.

In an effort to further satisfy the needs of US clients, AbroadLink are pleased to announce the launch of their Customer Loyalty Reward Program. Repeat customers will be rewarded for their loyalty with substantial discounts. Already, customers benefit from discounts for similarities and repetitions in current documents and with past translations. As of now, as a result of the Customer Loyalty Reward Program, AbroadLink considers the accumulative word count of all projects in the year and applies a volume discount accordingly. The value of the discount increases with the rising volume. As a result clients can expect to save more money the more they translate with AbroadLink. To learn more about AbroadLink's Customer Loyalty Reward program or how we can help you prepare for the EU market contact a member of our sales team on 1 800 880 5709.

## PRESS RELEASE

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### About AbroadLink

AbroadLink is a modern professional company offering comprehensive services in localization, translation, web site globalization, desktop publishing, and project management to multinational corporations and SMB's. AbroadLink specializes in the major European languages and offer expertise in a broad range of fields including advertising, IT, medical, dental, and pharmaceutical. Commitment to customer satisfaction and Quality Assurance are the cornerstones of their business. They demonstrate their dedication to the needs of the customer through their personalized project management services, creation of a company terminology database, discounts based on volume and repetition, and Timely Delivery Guarantee. AbroadLink utilizes the most up to date technologies, tools, and resources to provide the highest quality and consistency possible. Furthermore savings made by using these translation tools are passed onto their clients. AbroadLink's innovative policies make it hard to beat their offer in price, quality, and customer service.

For more information, visit <http://www.abroadlink.com/>