



FOR IMMEDIATE RELEASE:

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Zepol Corporation Launches New Website

“Import Trade Data provider relaunches the Zepol brand.”

Minneapolis, MN, 12/18/2007 – Zepol Corporation has redesigned its website to better serve the international business community. The new site, www.zepol.com, thoroughly details the importance of U.S. import trade data to global organizations. In addition, the new site provides visitors with specific information on how Zepol can assist companies based on their industry sector.

Zepol has also updated their brand and redesigned their logo to reflect the values of the trade data provider. The new look highlights Zepol’s position as a premium data provider and reflects the industry leading solution that hundreds of companies’ rely on for their U.S. import data needs. Furthermore, Zepol’s brand is an expression of a trail blazing culture and a focus on customer needs and satisfaction. Zepol’s new tagline echoes these values: “Global intelligence that moves your business.”

Zepol’s TradeIQ™ collects and analyzes over 30,000 ocean import Bills of Lading daily from the U.S. Customs’ Automated Manifest System (AMS). TradeIQ™ is a subscription based web service that can be accessed at anytime from anywhere in the world. It is the most up-to-date import trade data source available; typically, TradeIQ™ is updated within 3 to 10 days of a shipment clearing U.S. Customs.

Zepol Corporation is a Minnesota-based company working to provide the most complete and up-to-date trade data to organizations around the world. For further information on Zepol and TradeIQ™ visit www.zepol.com.

Companies—from Fortune® 500 giants to thriving small and mid-sized enterprises—turn to Zepol to enhance their international trade knowledge base.

- Industry leading companies gather the competitive intelligence needed to excel by examining their competitors and the products they import. (www.zepol.com/TradeIQ_Applications_Competitive_Intelligence.aspx)
- Sales and marketing professionals use Zepol’s tools to prospect for leads from the largest and most specific source of data available. (www.zepol.com/TradeIQ_Applications_Lead_Propecting.aspx)
- Sourcing departments find new suppliers of the products they import. (www.zepol.com/TradeIQ_Applications_Supplier_Sourcing.aspx)
- Market researchers analyze new and existing markets by specific products and commodities. (www.zepol.com/TradeIQ_Applications_Market_Analysis.aspx)
- Legal professionals proactively protect their brands using the counterfeiter's Bill of Lading data. (www.zepol.com/TradeIQ_Applications_Legal.aspx)