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**Zepol Releases “U.S. Import Compliance Guidebook”**

*What every importer, customs broker, and trade professional needs to know about compliance*

MINNEAPOLIS, September 1<sup>st</sup>, 2011 — Zepol Corporation, the leading trade intelligence company, today announced the release of their U.S. Import Compliance Guidebook. The report contains detailed information about U.S. trade compliance statistics, audit triggers, potential penalties, and more. [Click this link to download the free guidebook](#) or visit [www.zepol.com](http://www.zepol.com).

**3 Key Insights Found in the Report:**

1. U.S. Customs and Border Protection completed 379 import audits in 2010 and collected nearly \$23 million in revenue.
2. Failing to exercise reasonable care could result in a fine of 20% of the appraised value of the imported merchandise or two times the loss of revenue, whichever is less.
3. Import-related records must be kept for a minimum of five years.

“This report is a must-read for any U.S. importer or service provider that assists importers,” stated Paul Rasmussen, CEO & President of Zepol Corporation. “With severe penalties for noncompliance, this report details steps on how to avoid potential disasters in the future.”

This report was created in connection to Zepol’s product Compliance**Monitor**<sup>TM</sup>, a tool designed to track and alert users on critical U.S. import compliance changes such as duty and tariff rates, U.S. Customs rulings, antidumping actions, and more. The guidebook will assist trade professionals in ensuring their companies do not overlook vital steps in the compliance process.

**About Zepol Corporation:**

Zepol Corporation is a Minnesota-based company working to provide the most complete and up-to-date U.S. trade data through our subscription tools. Trade**IQ**<sup>TM</sup> is a U.S. Customs import Bill of Lading database utilized to find information about competitors, suppliers, prospects, and the products that they use, market, or transport. Trade**View**<sup>TM</sup> provides U.S. Census data to visualize the U.S. import and export market. Compliance**Monitor**<sup>TM</sup> is a comprehensive tool that proactively alerts users of essential U.S. import trade compliance information.

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