

FOR IMMEDIATE RELEASE

June 10, 2008

Global Road Warrior Hits The Library Superhighway

Petaluma, CA – Following 10 years of success canvassing the corporate route, the Global Road Warrior is blazing a new trail in the library market. Since its release to educational institutions just 8 weeks ago, 82 libraries have licensed the 175-country electronic database for their students and faculty. The database has garnered broad appeal by offering in-depth cultural content, a comprehensive map program, and business- and travel-related information for each of 175 countries and territories.

Libraries have seen the Global Road Warrior offer a tremendous supplement to students who are conducting research for international studies in areas of social science, geography and international business. UC Berkeley, Colorado State University and Drexel, among many other new licensees, have been quick to sign on after viewing the rich, colorful content. With an international team of researchers, cartographers, and writers, headed by Jeffrey Curry, MBA, Ph.D., International Affiliate Professor at the University of Nantes in France, the Global Road Warrior offers a global perspective not found anywhere else.

“We have long been considered the one-stop and most reliable source of information for corporations, relocation firms, logistics companies, and government entities that use it for their officers and employees who travel and do business internationally,” says Ed Hinkelman, CEO of World Trade Press and publisher of the Global Road Warrior. “The college and university librarians realize its value as a resource tool for their students.”

About Global Road Warrior

The Global Road Warrior, a subscription-based online database, is a social/cultural, travel, and international business resource covering 175 countries and territories. Content includes 11-million-plus words of editorial, over 6,000 color photos, and 1,575 country maps, all presented in a consistent 97-category framework for each country. This database is proving valuable to multiple educational disciplines and promotes cross-cultural understanding through comparative studies. For more information, visit: www.globalroadwarrior.com.

About World Trade Press

World Trade Press is a developer and publisher of books, maps and e-content, with a focus on international trade, logistics, and country data. Company products foster international understanding by serving as practical and comprehensive reference tools. Founded in 1992 by Edward Hinkelman, a trained economist with 20 years' experience in the import-export business, World Trade Press now has over 75 different titles in print along with print and electronic maps. For more information visit: www.worldtradepress.com or call (707) 778-1124, ex. 214.

Contact: Katherine Del Carlo; Executive Vice President, Sales

Tel: (707) 778-1124, ex. 214

Fax: (707) 778-1329

Email: kdc@worldtradepress.com

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