



**For Immediate Release**

March 6, 2006

**Iverson Celebrates Twenty Year Anniversary**  
*-Growth Spurred by Globalization*

**MILWAUKEE, WI, March 6, 2006** – Iverson Language Associates, Inc., has reached a major milestone – this year marks 20 years in business for the company. Founded by Steven P. Iverson in 1986, this burgeoning translation business has 20 employees and a full roster of clients located throughout the country.

When the company was initially founded, the business model was to offer foreign language instruction in French, German and Spanish to locally based corporate clients. “The business evolved shortly thereafter when several of these clients requested translation for their product manuals and documentation”, notes Steve Iverson, President/CEO. The company accepted more and more requests of this nature, and began to grow in concert with the worldwide increase in globalization. Due to this demand, in the early 1990s, the company made the shift away from language instruction in order to fully concentrate on managing document translation.

Iverson’s direct involvement in the company over the past twenty years has helped foster growth in a variety of markets. “Our growth strategy has involved a focus on our forward market, and active development of our existing client base”, states Iverson. Today the company most frequently serves manufacturing & distribution, medical instrumentation, hospitality, and business services. The company manages a wide variety of translation projects including large-scale catalogs, technical documentation, owner’s manuals, service manuals and marketing/collateral materials.

Headquartered in Milwaukee, Iverson Language Associates, Inc. works with companies nationwide to provide strategic solutions for managing document translation. Clients include companies and organizations that have an ongoing need to communicate business-critical information in multiple languages. Detailed information on the company can be obtained by visiting [www.iversonlang.com](http://www.iversonlang.com).

Contact:

Kristen Crump, Marketing Communications Manager  
Iverson Language Associates, Inc.  
414-271-1144, ext. 16