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TRANSLATING MILWAUKEE FOR THE WORLD

Iverson Language Associates provides translation services for launch of Milwaukee 7's new website, marketing Milwaukee to investors and industries from across the globe.

MILWAUKEE, Wis. (November 29, 2006) – When the Milwaukee 7 launches its new website today – www.choosemilwaukee.com – the site will be offered in four languages to help Milwaukee attract business investment from across the globe. The translation services are being provided by Iverson Language Associates.

“We are proud to be a part of this important effort to market southeastern Wisconsin to the world,” said Steven Iverson, President of Iverson Language Associates, Inc. “For the last twenty years we have been helping area businesses increase their exports through translation; now we look forward to helping our community import new business investment.”

Milwaukee 7 is an economic development organization representing the seven counties in southeastern Wisconsin. At its quarterly meeting on Wednesday, the organization will launch a new web portal intended to help the region attract new businesses, industries and investors from across the globe. The website provides a toolbox for interested companies, including interactive maps of available land and buildings and data regarding the region’s many assets.

“We see translation as an important component to the website project and a key element in marketing to businesses on a global level,” cited Jim Zehner, Communications Manager for the MMAC, who developed the website.

“We worked closely with the M-7 staff and the web designers to ensure that potential investors worldwide will have access to this site in their native language,” said Iverson. Initially, portions of the site are being offered in five languages – French, Spanish, German, English and Mandarin Chinese.

Iverson Language Associates, Inc. of Milwaukee, Wisconsin 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.

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