

Press Release

Barcelona, January 30th 2006

STAR Servicios Lingüísticos invited to form part of the committee that judges the 1st LISA & ASP Best International Web Support Site Award

The Localization Industry Standards Association (LISA) and the Association of Support Professionals (ASP) just announced the winners of the first annual Ten Best International Web Support Sites Awards. Open to sites providing support in at least two languages besides that of their home market, the Awards recognize excellence in providing web-based support around the world.

Michael Scholand, CEO of STAR Servicios Lingüísticos, the Spanish branch of the leading multilingual communication services provider STAR Group, and Jesús Maroto, Operations & Marketing Director, were invited to form part of the jury.

The winners of this year's awards were (in alphabetical order): ATI, Dell, HP (Global Consumer Operations), HP (IT Resource Center), Intel, McAfee, Microsoft, Sony, ViaTraining and Xilinx. The support sites of these companies highlight the recent trend to provide full-spectrum support to international customers and the still-increasing importance of the web in reaching the non-English user base that was traditionally ignored by companies. As companies have seen significant portions of their revenues generated overseas, they have come to realize the importance of Internet support in meeting market demands cost-effectively and in actively supporting customers and partners. "Online support is growing fairly dramatically as international customers turn to the web in masses," said Jesús Maroto. "As companies do more international business, they have to assist local customers around the world, and the web provides a very cost-effective way to achieve it, as many of our clients are learning."

Next year's Awards, will continue to examine leaders in the provision of global support and highlight the long-term migration to web-based support among leaders in international business.

More information: www.lisa.org/awards

STAR Servicios Lingüísticos was established in 1999 in Barcelona as part of the STAR group, one of the five most important organizations in the world in the fields of translation services and linguistic technology. This group, which was founded in Switzerland in 1984, has 34 offices in 22 countries, and employs over 700 people. Since its inception, the Spanish office has grown year after year. Currently it employs 25 professionals that work in the areas of project management, translation, terminology, desktop publishing, programming, training and consultancy. The company also manages over 500 freelancers on a regular basis. The list of clients include prestigious names such as Airbus, Blaupunkt, BMW, BSH, Bulgari, Cartier, Diesel, Leica, Lexus, Mercedes, McAfee, Roche, Toshiba, Toyota and Xerox. The key behind the success of the Spanish branch lies in the ability to provide clients with a high quality and cost-effective solution to global communication.

STAR Servicios Lingüísticos

<XML>Los ingenieros de la lengua</XML>

<XML>The language engineers</XML>

Ali Bei, 67 ▲ E-08013 Barcelona, Spain

Tel: + 34 93 2440880 ▲ Fax: + 34 93 2471273

starspain@star-group.net ▲ <http://www.star-spain.com/>