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NEW Fi3E INDEX™ RANKS APPEAL OF 180 NATIONS FOR U.S. EXPORT OPPORTUNITIES

NEW YORK, NY—April 11, 2012 -- Fi3E™, a new proprietary and forward-looking index that measures the relative attractiveness of 180 nations to companies looking to export goods and services abroad, is being introduced today by *Fluent in Foreign*™ LLC, a New York City advisory group that guides companies as they seek to establish or expand their business beyond U.S. borders.

The *Fi3E Export Country Appeal Index*™ is the third and final index to be introduced. All three indexes are designed to help companies do business abroad. The Fi3F™ index, for franchisors, launched in February and Fi3I™, geared for companies and individuals looking to make direct investments abroad, was launched last month by *Fluent in Foreign*, which is headed by Alexander Gordin, author of the international business guidebook "Fluent in Foreign Business." The book was published last summer by the Princeton Council on World Affairs.

China ranks as the country that's most appealing for exporters, followed by Australia, the United States, South Korea, Mexico, Thailand, Mongolia, Canada, Vietnam and India. To obtain the rankings of all 180 countries, visit www.fluentinforeign.com.

"There are enormous opportunities for companies around the world, both large and small, to sell goods and services overseas," said Gordin. "Export presents new places to sell products, which translates to the creation of more jobs. President Obama's National Export Initiative has served as a catalyst to spur job growth and a resurgence of manufacturing activity through exports. More needs to be done, and companies should focus on exports as a fundamental part of their business activities rather than an afterthought utilized when the economy slows down at home."

The *Fi3E Export Country Appeal Index*™ uses proven factors to evaluate each country, with proprietary data combined with information from the World Bank, the United Nations, Transparency International and the International Monetary Fund. The index also looks at influencing factors including each country's GDP growth, population, availability of export credit insurance and financing, corruption, ease of exporting, protection and the legal framework for contract enforcement.

"The Fi3E Index will serve as a significant reference for businesses and investors looking abroad for export markets and opportunities," Alexander Gordin said. "It will save countless hours of preparation and research, and it offers important cautionary signs where appropriate."

Fluent in Foreign LLC is a unique advisory and information platform designed to help direct investors, franchisors and exporters enter foreign markets or expand existing international operations and assist clients doing business with new countries and governments. Services include financing, political risk insurance, legal compliance and strategic business development.

Alexander Gordin, *Fluent in Foreign* Managing Director, is co-founder and Managing Director of Broad Street Capital Group, a New York merchant bank. He has over 25 years experience in cross-border strategic business development advisory services, export finance, international project finance and risk management, especially in emerging markets. His transactional and negotiations experience spans 37 countries and his clients include foreign governments, franchisors, Fortune 500 companies, as well as state and private enterprises. agordin@fluentinforeign.com or 212-490-4323.

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