



NEW Fi3I INDEX™ RANKS APPEAL OF 180 NATIONS FOR DIRECT INVESTMENT OPPORTUNITIES

South Korea listed as most appealing, followed by Canada and Singapore



NEW YORK, March 19, 2012 -- /PRNewswire/ -- (<http://www.myprgenie.com>) -- Fi3I(TM), a new proprietary and forward-looking index that measures the relative attractiveness of 180-nations for businesses and investors considering direct investment opportunities, is being introduced today by *Fluent in Foreign(TM) LLC*, a New York City advisory group that guides companies as they seek to establish or expand their business abroad.

Fluent in Foreign is headed by Alexander Gordin, author of the international business guidebook "Fluent in Foreign Business," which was published last summer by the Princeton Council on World Affairs. The Fi3I investment index(TM) is the second index to be released out of a planned series of three indices. The Fi3F(TM) index, for franchisors, was launched last month, and Fi3E(TM), geared for exporters, will debut later this spring.

South Korea ranks number one as the country that's most appealing for direct investment. Canada takes the number two place followed by Singapore, Qatar and Mongolia.

"Much attention is given to the BRIC nations," Gordin said, "but the countries at the top of our list show boundless investment opportunities globally. Mongolia, a place many never would have thought of for international investment, is currently red hot as gold and other valuable minerals are mined and sent abroad." To learn more about the rankings of all 180 countries, sign up at <http://www.fluentinforeign.com>.

The Fi3I Investment Country Appeal Index(TM) used proven factors to evaluate each country including proprietary data combined with information obtained from the World Bank, the United Nations, Transparency International and International Monetary Fund. Also, the index looks at influencing factors that include each country's GDP growth, population size, level of education, availability of political risk insurance and financing, corruption, investor protection and legal framework for contract enforcement and investor recourse.

"The Fi3I Index will serve as a significant reference for businesses and investors looking abroad for direct investment opportunities," said Alexander Gordin. "It will save countless hours of preparation and research, and it will offer important cautionary signs where appropriate."

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

Alexander Gordin, *Fluent in Foreign* managing director, is also a co-founder and managing director of the New York Merchant Bank, Broad Street Capital Group. His experience includes cross-border strategic advisory services in export finance, international project finance and risk management, especially in developing countries. Clients include foreign governments, Fortune 500 corporations, municipalities and state enterprises, with transactional and negotiation experience in 25+ countries. Contact: agordin@fluentinforeign.com or 212-490-4323.

Contact: David Reich, david@reichcommunications.com, 212-573-6000 Contact: Bambi Levine, bambi@bambi.com, 212-490-6500

SOURCE *Fluent in Foreign*, LLC

* * *

3/19/2012