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NEWS RELEASE

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Contact: Arnie Sherman, Montana World Trade Center executive director, (406) 243-6982.

60 COMPLETE TRADE CENTER EMERGING MARKET CLASS AT UM

MISSOULA--

More than 60 Montana business owners and University of Montana-Missoula business students completed a four-day immersion course titled "Doing Business in Emerging Markets" Wednesday at UM.

The course was offered by the Montana World Trade Center, located in the Gallagher Business Building. The MWTC provides customized consulting to help Montana companies realize international sales and expansion goals. It is the only member of the global World Trade Center Association located on a university campus.

Arnie Sherman, MWTC executive director, said the class was a landmark event. He has noticed a dramatic increase recently in Montana companies interested in exploring potential international markets.

"More Montana companies are making the decision to market their products globally and compete for international contracts," Sherman said.

The course featured an array of speakers who shared their expertise on a wide variety of subjects -- everything from the legal, political and economic climate in emerging markets to finance and investment issues. Many speakers presented real case studies of how they were able to successfully market products in places such as Latin America, Eastern Europe, Asia,

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Russia and Africa.

"With the opening of the U.S. Export Assistance Center in Montana this week and activities such as the immersion course, Montana companies have new opportunities to prepare themselves for entering international markets," Sherman said. "We could not be more excited about the potential that Montana companies have to grow their businesses."

Next week the MWTC will announce that several of its member companies will join U.S. Sen. Max Baucus on a trade mission to Argentina, Brazil and Chile at the end of this month. Sherman said participating companies will have tremendous opportunities to meet prospective customers and business partners throughout Latin America.

Pride Johnson, general manager of Counter Assault, a Montana-based manufacturer of pepper sprays for personal protection, participated in the immersion course and also will visit Latin America during the trade mission.

"We are extremely optimistic about the opportunities for us to market Counter Assault overseas," Johnson said. "There are threats our product can provide protection against in nearly every corner of the world. Our challenge is to get the product from our manufacturing plant here in Montana onto store shelves throughout the world."

For more information, please call the MWTC at (406) 243-6982 or visit the center's Web site at <http://www.mwtc.org>.

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