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For Immediate Release:

BORDERJUMP ANNOUNCES HAITI EARTHQUAKE RELIEF AIRLIFT

January 20, 2010, Nashville, TN – Nashville-based BorderJump, together with its Miami-based partner Aeropost International Services, announced today that it has organized a cooperative effort to airlift supplies to help earthquake victims in Haiti recover and rebuild.

Through the program, US retailers and Web merchants will ship donated supplies to the Aeropost processing facility in Miami where all items will be consolidated for transport to the Caribbean. BorderJump and Aeropost will handle logistics, both on the domestic and international sides. Supplies will be distributed to earthquake survivors by the **Pan American Development Foundation (PADF)**, which is the disaster relief arm of the **Organization of American States (OAS)**.

Merchants who are interested in donating merchandise can find a list of needed items and additional details at <http://www.borderjump.us/haiti-relief.html>. Donations are tax-deductible according to applicable state and federal laws.

According to Bobby Frank, CEO of BorderJump, "Our partner Aeropost has been doing business in Haiti for decades and this disaster has impacted all of us deeply. We are very fortunate to be able to apply our resources to offer companies in the US an easy way to donate hard goods and be sure they make it into the hands of those in need."

Among the items requested by the government of Haiti are blankets, tents, sleeping bags, personal hygiene items, containers for liquids and food, cleaning equipment and tools. "We encourage retailers to look at the list and find something they can donate," says Frank. "Everything we send will help these people as they work through the aftermath of this devastating event."

BorderJump (www.borderjump.us) provides shipping, payment and marketing services to US-based e-commerce merchants conducting business in international markets. **Aeropost International Services** (www.aeropost.com) provides shipping, customs clearance and logistics services to customers in 38 Latin American and Caribbean markets.

The Pan American Development Foundation (www.padf.org) is an independent, non-profit organization that creates public-private partnerships to assist the least advantaged people in Latin America and the Caribbean. Through these partnerships and as a unique affiliate of the Organization of American States, PADF creates economic opportunities, strengthens communities and prepares for and responds to natural disasters.

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