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For Immediate Release

MARKETING EXECUTIVE CHRIS CHAMBERLAIN JOINS BORDERJUMP TO LEAD SALES AND MARKETING

May 25, 2010 Nashville, TENN -- Nashville-based BorderJump, LLC announced today that long-time marketing professional Chris Chamberlain has joined the firm as Partner, Director of Business Development & Marketing. Chris Chamberlain has been an executive in graphic arts and direct mail related companies for over a decade.

"Chris has been an important advisor to BorderJump since the company's early planning stages. We are excited to be able to bring him on board full-time with us as we expand our marketing efforts and our service platform to a global customer base," says Bobby Frank, President & CEO of BorderJump.

From 1998 to 2010, Mr. Chamberlain served as Vice President of Marketing of Athens Paper Company, a \$370 million regional paper merchant with twelve branches in the Southeast and five national sales offices. From 2003-2006, Chamberlain was Chairman of Idea Art, Inc., a mail order business providing pre-printed stationery and business communications and promotional products to customers around the world. In 2006, he sold the company to Taylor Corporation where it still operates as a subsidiary of Paper Direct out of Colorado.

According to Frank, "Chris is a proven manager and entrepreneur who understands what it takes to grow a company. He has tremendous knowledge of the issues businesses face in international markets that will be extremely valuable to our clients as we expand our outreach."

Founded in 2008, BorderJump works with US merchants to make selling to customers around the world as easy as it is at home. The company provides merchants with the tools to offer guaranteed landed product cost in their shopping carts as well as consolidated airfreight shipments to more than 200 countries and the ability to accept payments in 165 currencies. www.borderjump.com

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