



Contact:
Chris Chamberlain
615 415 2450

chris.chamberlain@borderjump.com

FOR IMMEDIATE RELEASE

AEROPOST AND MICROSOFT TEAM UP FOR LATIN AMERICAN LAUNCH OF INTERNET EXPLORER 8

June 8, 2010, Chicago, IL – Microsoft, Aeropost International Services and BorderJump today debuted a customized version of Internet Explorer 8 designed specifically for the Latin American and Caribbean market. The browser features a Web slice branded MyAeroLite, which simplifies online shopping for customers in the region. MyAeroLite interfaces directly with the e-commerce and logistics engine developed by Aeropost to promote a secure online experience designed to enable e-commerce.

Microsoft initially approached Aeropost to discuss the customized browser in February 2010. The strategy was based on leveraging Aeropost's position as a leading e-commerce services and logistics provider in Latin America to promote Microsoft's web browser. According to Aeropost COO Fred Joseph Goldner, "Aeropost is well known in Latin America for helping people shop online, helping them pay for their purchases and making sure they get what they ordered in the most secure and cost effective way. Microsoft recognized the connection we have to web savvy people in the region and they are looking to us as an engine for expanding IE8 installs and use."

The browser contains a tool that links directly to the Aeropost package tracking portal. This portal allows Latin Americans to view delivery information related to purchases made from merchants in the United States. The browser also features integration with the MyAeropost Virtual Marketplace and the Aeropost websites.

According to Yuri Porras of Microsoft Costa Rica, "IE8 is a revolutionary Web browser that is designed to make online shopping safe and more secure than ever before." The browser is compatible with any PC running Microsoft Windows. "For online shoppers like the people who rely on Aeropost, it really creates the ideal web browsing and shopping experience."

- more -

IE8 takes full advantage of Web Slice technology. By adding a Web Slice to the browser, users receive updates from the sites they frequently visit or the information they subscribe to automatically. The technology places dynamic content directly in the browser's Favorites bar for fast and easy access.

"With this new browser, customers in the region will simply open IE8 and all of the information they want about the orders they've made from web sites in the US will appear. It is a great complement to what our sister company BorderJump is doing in terms of facilitating cross border ecommerce for merchants in the States," said Goldner.

BorderJump enables merchants in the United States to transact with customers around the world. The company's services include international payment processing, guaranteed landed cost calculations, shipping, logistics, customs clearance and marketing. BorderJump has exclusive access to the Aeropost network's customer base and has developed a number of innovative tools that let merchants sell to these buyers without fear of fraud.

BorderJump CEO Bobby Frank believes that the Microsoft alliance is one more indication of the explosive growth of cross border ecommerce. "This venture with Microsoft underscores how important it is to provide global customers with the ability to buy online. The browser addresses a critical need on the customer side – security. BorderJump works on the other side of the e-commerce chain by providing retailers with what they need to do business with the tremendous number of international customers who have desire, resources, and now, the safe technology to take full advantage of the US shopping experience."

The Microsoft/Aeropost version of Internet Explore 8 is available for download at www.aeropost.com/microsoft. Aeropost will begin promoting IE8 in Costa Rica on June 14th and will roll out the browser to the full region in July.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential. Microsoft engages companies across a wide variety of industries to promote safe use of the Internet through tools incorporated into Internet Explorer.

About Aeropost

Aeropost enables buyers in Latin American and the Caribbean to access the products sold by US ecommerce merchants. The 27-year-old company's advanced logistics and delivery platform takes full advantage of its local operations, resident staff and market expertise in 38 Latin American and Caribbean nations. For more information, visit www.aeropost.com.

- more -

About BorderJump

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

#