

For Immediate Release

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BorderJump Eliminates Hurdles for Latin American and Caribbean Internet Sales

April 28, 2009 – Nashville, Tenn – U.S. Internet retailers rarely offer direct international sales due to customs headaches and logistics concerns. BorderJump is removing those barriers by partnering retailers with Aeropost International Services, a freight forwarding company with offices in Miami and Costa Rica. For retailers, the transaction remains a simple domestic sale with shipment to Miami. Once there, Aeropost inspects each package, completes the necessary paperwork for international shipping, sorts by location and ships to customers living in any of the 34 countries in its network.

Aeropost has been delivering packages to Latin American and Caribbean countries for over 20 years, and many retailers are already shipping products to their customers without being aware of it. BorderJump was formed last year to add a push business model to Aeropost's customer-based pull model. "Aeropost has a long history of organic customer acquisition," says Robert Frank, BorderJump CEO. "The network currently stands at over 500,000 registered users. BorderJump is here to let the retailer access that customer base through a variety of marketing channels and innovative payment and customer experience strategies."

Aeropost currently handles 5,000 to 7,500 packages per day at its Miami processing center. Packages are received, prepared for international shipping and sent via air cargo on the same day, and due to the large volume, shipping costs are often much lower than the rates charged by traditional couriers."With lower international shipping charges, Aeropost removes one of the primary impediments to Latin American and Caribbean customers buying from US websites," says Frank. These factors, along with a history of personal service, make for a customer base that is loyal and highly engaged.

"We see millions of visits per month on www.myaeropost.com, the Aeropost customer portal, as users check package status," says Frank. "They are very active throughout the purchasing and package tracking process. This opens a lot of opportunities for retailers to put their messages in front of active shoppers, through email, banner advertising, text messaging and other electronic interaction points. Customers rely heavily on Aeropost to help them select safe and approved web stores, which puts BorderJump in a great position to bridge the gap between eager buyers and retailers searching for new markets."

Latin American and Caribbean Internet penetration continues to outpace the global average. According to InternetWorldStats.com, 28% of the region's 581 million people are connected to the Internet, which represents a growth rate of 819% over the past 8 years. "Our customer base is expanding across all segments as both Internet and mobile penetration increases. We're seeing dramatic growth both in terms of number of online orders and value of the merchandise purchased," says Frank. "This is the perfect time for U.S. companies to establish a presence and build a loyal customer base."

BorderJump (www.borderjump.us) makes it easy for US e-commerce sites to sell securely into Latin America and the Caribbean without international infrastructure investment. BorderJump offers a seamless combination of marketing, customs clearance, delivery, fraud prevention and payment expertise along with a powerful customer database to connect businesses to eager buyers who are still developing Internet shopping preferences.

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