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BOBBY FRANK JUMPS THE BORDER FROM ADVERTISING TO INTERNATIONAL E-COMMERCE

July 30, 2009 Nashville, TENN -- Nashville-based BorderJump, LLC announced today that founder Bobby Frank has committed to the company as President and Chief Executive Officer on a full-time basis. Frank, who founded the business in 2008, was splitting his time between advertising agency Frank/Best International and BorderJump.

"BorderJump is entering a rapid growth stage and the potential is tremendous," says Frank. "In a very short period of time, we have developed relationships with some of the country's largest e-commerce merchants and the demand for what we're doing is exceeding what we expected to see at this stage."

BorderJump works with US merchants to make selling to customers in Latin America and the Caribbean easy. Through an equity partnership with Aeropost International Services, one of the largest freight forwarders serving the region, BorderJump provides access to customers in 35 countries. The company's products include an innovative payment gateway that allows US merchants to accept credit and debit cards issued by local Latin American banks, a shopping cart integration platform designed to streamline transactions for customers and an advertising solution that merchants can use to promote products and brands.

"In every case, we've developed our products to make selling in Latin America closely resemble what merchants are accustomed to when they are selling here in the US," says Frank.

Frank was President of Frank/Best International, a marketing and advertising firm he co-founded in 1997. "I was lucky to work with an amazing team and great clients for many years. I'll miss the atmosphere a lot but the shop is well positioned to move forward as I focus on BorderJump."

BorderJump (www.borderjump.us) makes it easy for US merchants to sell securely into Latin America and the Caribbean with a seamless combination of marketing, shipping, fraud prevention, shopping cart integration and payment tools. Through a partnership with Aeropost International Services (www.aeropost.com), one of the region's largest freight forwarders, the company connects US retailers with buyers in 35 countries south of the US border.

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