

新闻 NEWS RELEASE

East-West-Bridge Inc.

FOR IMMEDIATE RELEASE

December 8, 2009

East-West-Bridge Inc. Expands China Trade Opportunities for North American Firms

During a recent China Trade Seminar Mr. Cortney L. Smith, President of East-West-Bridge Inc. announced plans to build a strong bridge supporting North American business expansion selling products into the China market. Citing recent market information indicating that China is actively seeking to expand it's import of goods and services Mr. Smith said, "All my indicators are now pointing to extremely favorable circumstances for firms to expand exports into China."

He went on to explain to the audience that for over 20 years East-West-Bridge Inc. has serviced North American companies to help them BUY, BUILD and SELL product in Greater China and Asia. East-West-Bridge customers enjoy the cost-savings provided in both manufacturing goods in addition to a slice of the rapidly growing import market in China. He noted that, most firms are lacking the necessary talent and resources to implement a successful China strategy. "Here at East West Bridge, we have learned to do three things really well:

We help our clients BUY products from Asia
We help our clients BUILD products in Asia.
We help our clients SELL their products in Asia."

China is not immune to the ill effects of the current world economic crises. Exports have seen a dramatic drop in China overseas exports, falling 22.6 percent in April, a larger decline than economists had expected, and a worse decline than in March, when overseas shipments dropped 17.1 percent. The good news for North American companies is China's economy shows signs of real growth, partially due to an extensive government spending program and other stimulus efforts that have been put in place since late last year. Therefore, an excellent window-of-opportunity has opened for progressive companies to traverse into China seeking market growth and new business potential. East-West-Bridge Inc. is perfectly positioned to help firms cross that bridge without obstruction.

More About East-West-Bridge Inc.

The VALUE of our service allows clients to reduce costs and risks of doing business in China while improving bottom-line results by utilizing our world class professionals and their first-hand China experience. EWB has extensive back-office capability and infrastructure in place to support China sales efforts. This eliminates unnecessary staffing, facilities build out, and start-up expenses while providing access to world-class professionals otherwise not available to foreign firms.

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The success stories of all our clients are a testimony to the importance placed by EWB on working with and developing good partnerships. Our success in business between North American and Asia has enlarged the East West Bridge and continues to be our proud contribution to the global business community. East West Bridge facilitates a solid sales and marketing strategy at affordable entry prices. From our professional office facilities, we also offer the management and consulting roles that can be used to oversee a sales team you select working under your direct control. Our transparent accounting and logistics ensure bookkeeping and documentation are always at Western business standards. This professional support and back-office organization guarantees our clients mature teams to work with and eliminates local learning curves or the high costs associated with hiring high-cost consulting agencies.

At EWB we deliver our service to our clients through the following resources and support:

- **Market Research and Sales Strategy:** Ongoing research of the industry, new prospects, and current trends. Identifying all trade shows, expos, distribution partners, government channels and business associations to be considered when implementing a successful market strategy.
- **A Full-time Sales Representative:** We recruit a representative for our clients based on the client's technical specifications and requirements. Hired through East West Bridge full-time, the dedicated sales representative conducts the clients business and passes the clients business card and materials to all prospects. This representative works entirely for the client but is supported and managed by EWB. Additional representatives can be added as business growth requires.
- **Ongoing Operations Management:** We provide "The Back Office" to facilitate human relations, administration, accounting, legal, logistics, permits and licenses, customs, government/safety compliance and oversight to ensure that business conduct is held to U.S. expectations.
- **Professional Office Space and Equipment:** We provide a downtown professional office work space, common areas, conference room, show room, furnishings, storage area, computers, internet, fax, phone, and full departmental support along with a friendly and positive company culture.
- **Build-Operation-Transfer:** Upon a successful entry into the China market, East West Bridge will assist you to setup up your legal entity, transfer resources and staff to the new operation as desired.

Why choose East West Bridge as a partner to help you sell your products in Asia?

1. The only U.S. company to professionally serve all Buy, Build and Sell strategies in Asia.

- Licensed in both the U.S. and in China to provide safe and legal transactions.
- Experienced professional support of your business through all stages of your Asian strategy with a long term relationship in mind.
- Providing a centralized back office in Asia with U.S. headquarters to provide you with the three most needed core competencies in your Asian strategy.

2. Creating the best opportunities for your growth in Asia.

- Expert executive team used to build our own business is your partner for key strategic planning ``at a great value.
- Our talent and resources expand geometrically as we grow from year to year.
- With services provided at 1/5 of the cost of trying things on your own, you can now afford to take on sales strategies well advantaged over your competition.

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3. Strong knowledge & expertise of the Asian market:

- Superior awareness of sensitive issues such as Asian business ethics, intellectual property, employee loyalty and business transparency.
- We help you avoid the many pitfalls commonplace for newcomers to the Asian marketplace and contractual subtleties that could derail your investment.
- We carry strong affiliations with trade associations, government branches and accredited companies necessary for strategic partnerships.
- Deep Understanding of provincial market trends. With over 20 years experience on a variety of technical issues allows us to penetrate markets with high barriers to entry.

4. Our multi-faceted team operates with integrity every step of the way.

- We pride ourselves by delivering incomparable strategy, smart marketing, strong human resources, expert sales, professional financial compliance, experienced operations, and established Government relations.

MR. CORTNEY SMITH FOUNDER AND CEO of EAST-WEST-BRIDGE INC.

Mr. Cortney L. Smith began his China experience in 1985 and has over 20 years expertise in operating and establishing businesses in Greater China and Asia. Educated at BYU in Asian studies and fluent in Mandarin, Mr. Smith quickly engaged in trade and manufacturing while living in Taiwan and later moved to China. Mr. Smith completed numerous projects in market entry, construction/engineering, new product development and Joint Venture consulting for many international companies including Budweiser, China National Sports Bureau, Channel V (Hong Kong), Coca Cola, Formosa Plastic (Taiwan), Kleenex, Levi Strauss, Lipton, Makro (Germany), MTV, Pepsi, President (Taiwan), and Shanghai Stadium.. He in-turn used his skills and experience to begin helping other US companies achieve their objectives in China within the 'Buy, Build or Sell' strategies he perfected over 20 years. Mr. Smith personally has supervised over 40 large scale completed projects in China, 6 Joint Venture companies and is well cited in various Asian media outlets. He has been a speaker and presented at many prestigious events, seminars and meetings throughout Asia and the United States. Mr. Smith is currently available to speak on the China Business opportunity and can be reached at the East-west-Bridge offices in the U.S.

谢谢你

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