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Contact: info@accesssts.com
Contact Person: Randall W. Decker
Company Name: Access Technology Solutions
Telephone Number: 1-877-811-8108
Fax Number: 1-801-221-9010
Email Address: rdecker@accesssts.com
Web site address: http://www.accesssts.com



Access CEO Chris Boyle to Host International e-Commerce Workshop at ECMTA Summit in Las Vegas
Cross-border e-commerce expert will also join International trade experts for conference's opening panel session

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Small and medium-sized online merchants interested in accelerating their international e-commerce sales will have two back-to-back opportunities to receive expert guidance and hands-on training at the *E-commerce Merchant Trade Association's ("ECMTA") e-Commerce Summit* in Las Vegas on April 14th.

Access Technology Solutions has announced two market education initiatives designed to help U.S. e-commerce brands increase online sales to international shoppers. Immediately following *the Summit's* keynote, Access' CEO Chris Boyle will participate in a cross-border e-commerce panel discussion. A *World of Opportunities Selling Globally* will explore how sellers can overcome cross-border barriers that can make it difficult for U.S. online retailers to cost-effectively serve international shoppers.

After the panel session, Boyle will host a workshop on international e-commerce, *Expand Your Reach by Going Global*. Internationally-ambitious retailers can learn how to significantly reduce shipping costs and improve the overall online shopping experience for international shoppers. Boyle will lead a hands-on tutorial that will enable merchants to boost sales in Asia, the fastest-growing e-commerce market, as well as established markets in the EU and global hotspots including Australia, Brazil, Israel and Turkey.

"We see first-hand how strong international demand is for U.S. products, particularly in Japan, South Korea and China," said Boyle. "Specialty online retailers and pure plays are very well-positioned to take advantage of the huge growth in global demand for US products throughout Asia and in emerging markets around the world."

Access will also release the findings from the second phase of its study on international e-commerce expansion. The first phase of the study, which was conducted by the J.C. Williams Group last fall and released at the Shop.org Annual Summit, found that a new phase of international expansion — dubbed the Participatory Stage — offers retailers of all sizes a low-cost, low-risk to test the international waters. No longer is international expansion an "all or nothing" strategy, the authors stressed.

Another learning that emerged from last fall's study revealed that small retailers are typically ahead of larger retailers when it comes to serving international customers, a finding that led Access to propose working with ECMTA on another phase of the international e-commerce study.

“We’re pleased at the opportunity to partner with the ECTMA community to explore cross-border challenges that are unique to smaller, nimble retailers,” added Boyle, “We look forward to joining our industry colleagues to discuss the findings during the panel session on cross-border e-commerce.”

After the panel session, attendees are invited to explore the detailed findings from both phases of the research study at the 11:15AM workshop, *Expand Your Reach by Going Global*.

The workshop’s hands-on tutorials will cover topics ranging from what product categories sell best internationally to fraud prevention to making sure that the landed cost you quote a customer is the exact amount their order will cost them.

The Access team will also detail how to get packages delivered to markets in Asia and Europe for half of what most carriers charge — with full end-to-end order tracking and express delivery, typically in less than four to five days. Interested merchants can also sign-up for free international e-commerce audits.

About Access Technology Solutions

Provo, UT-based Access TS is a leading international commerce technology and logistics provider for retail and consumer brands, e-commerce and multichannel companies and direct selling firms.

Access’ international commerce platform and logistics solution offers companies a simple, low risk way to profitably sell into international markets at significantly lower costs. Its unique sell-and-ship solution includes a localized international e-commerce shopping cart, a total-landed-costing engine, multi-currency and risk-free local payment methods, and consolidated international shipping.

Via web services, Access’ international commerce services can be quickly integrated into existing websites (usually in two weeks) commerce systems and call centers. Access provides dock-to-doorstop global logistics, native language customer service and online marketplace platforms throughout Asia and Europe.

The company has been included in the top 10 of Utah’s 50 fastest-growing companies since 2007. Access was featured in the prestigious 2009 Inc .500 list of the fastest growing private companies in the U.S. with 777% growth over the past 3 years. The Utah Valley Entrepreneurial Forum named Access the Best Entrepreneurial Secret of 2009.

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