



For Immediate Release

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Two Major Language Services Associations Collaborate to Increase Member Benefits *ALC and GALA to connect members to more resources and people*

Rockville, Maryland, USA and Seattle, Washington, USA (21 January 2011) – The Association of Language Companies (ALC) and The Globalization and Localization Association (GALA) have agreed to a joint collaboration to provide greater services and resources to each association's members. The ALC-GALA Alliance commences immediately with new programming for each membership offered in 2011.

The Association of Language Companies is a U.S. based non-profit that serves its member companies with a focus on promoting the professional stature and economic position of its over 170 members through industry advocacy and professional development of language company owners and senior management. One of ALC's most valuable member benefits is the annual ALC Industry Survey which provides benchmarking data for the industry. The Globalization and Localization Association is a global non-profit resource for language services and technology companies with more than 250 member companies located throughout the world. GALA members enjoy access to knowledge, partners and buyers globally.

Initially the ALC-GALA Alliance will include signature programming for each association's flagship event. ALC will offer its Town Hall at GALA 2011 in Lisbon (28 – 30 March), and GALA will run Speed Networking at the ALC Annual Conference in Las Vegas (18 – 21 May). Both conferences will host state of the industry plenaries, beginning with initial debate and discussion in Lisbon that will continue between the events and at the ALC event in Las Vegas.

The Alliance was born out of discussions that began at GALA's first Language of Business conference, one year ago in Cancun. "In Cancun and during subsequent meetings, we have explored the many ways we can be more useful and relevant to our members by working together. This initial collaboration is a first step in what we hope is an ongoing, long-term relationship," said Hans Fenstermacher, GALA board chairman.

Sandy Dupleich, president of ALC, agreed, saying, "Greater collaboration among industry associations provides more value to members while also reducing redundancy among industry groups." She added that the associations will be evaluating other joint efforts, including regional networking events and marketing tools for promoting the industry to language and localization buyers.

More information about joint discounts and benefits for ALC and GALA members will be available on the associations' websites: www.alcus.org and www.gala-global.org.

About GALA

GALA is an international non-profit association that promotes translation services, language technology and language management solutions. The member companies worldwide include translation companies, localization service providers, globalization consultants, internationalization specialists and technology developers. GALA companies share a commitment to quality, service, and innovation in helping clients reach global markets. For more information about GALA visit www.gala-global.org

About ALC

The Association of Language Companies (ALC) is a national trade association representing businesses that provide translation, interpretation, localization, and language training services. A dynamic group of entrepreneurs founded the association for the purpose of delivering timely information and tools to members to ensure that every company delivers the highest quality translation and interpretation, generates more sales and increases profits.