



The leader in medical translations.

## **NEWS RELEASE FOR IMMEDIATE RELEASE**

**ForeignExchange Translations, Inc.**  
411 Waverley Oaks Rd., Suite 315  
Waltham, MA 02452  
(781) 893-0013  
[www.fxtrans.com](http://www.fxtrans.com)

### **ForeignExchange Unveils New Image**

#### **Refreshed branding designed to reflect evolving company**

Waltham, MA, August 7, 2006 – ForeignExchange Translations, Inc., the global leader in providing linguistic services to medical device, pharmaceutical and biotechnology companies, today unveiled a new corporate identity, complete with refreshed logo, positioning tagline and marketing materials.

“We felt it was time to update the ForeignExchange image,” says Andres Heuberger, ForeignExchange’s founder and President. “The company has undergone significant growth over the past few years, and we decided it was time to make our brand match the reality of our industry-leading position.”

ForeignExchange selected Canadian design firm Impact Communications to help update the corporate image. Impact recommended that ForeignExchange retain some facets of its existing brand, including the color palette and elements of the logo. Impact incorporated subtle changes to the graphic and wordmark to create a fresh look for the logo, and helped develop a tagline to reinforce ForeignExchange’s position as the leading provider of specialized translation services to the medical field.

“Our industry specialization is a big part of what defines us as a company,” says Heuberger. “We are the leaders when it comes to linguistic services tailored to meet the specific, demanding requirements of the medical sector. It made perfect sense to adopt a tagline that put that idea front-and-center in our corporate identity.”

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**About ForeignExchange Translations**

ForeignExchange Translations, Inc., is redefining the delivery of foreign-language services to the medical device, biotechnology, and pharmaceutical industries. ForeignExchange's solutions are based on its proprietary Multilingual Compliance Process, combining expert linguists, best-of-breed technology, and measurable translation quality in a robust and scalable process that can be deployed in multiple languages simultaneously. ForeignExchange provides Internet globalization, software localization, and technical translation solutions to clients such as Abbott (NYSE:ABT), Pfizer (NYSE:PFE), GlaxoSmithKline (NYSE:GSK), Baxter (NYSE:BAX), and Medtronic (NYSE:MDT). For more information, please visit [www.fxtrans.com](http://www.fxtrans.com).

For more information please contact:

**Rob Wagner**

**Marketing Manager**

1 (866) FXTRANS ext. 14

[rwagner@fxtrans.com](mailto:rwagner@fxtrans.com)