



PRESS RELEASE

ZANA Network Brings Trade Experts Together at Global Export Summit to Help More Small and Medium Companies Do International Business

Resources Now Available to Make Global Business Easier, Safer and More Profitable

*Companies and U.S. Government Agencies Come Together:
Dept. of Commerce, Export-Import Bank of the U.S., OPIC and Dept. of State Join
DHL Express, Atradius and Others*

November 5, 2007 – Detroit — ZANA Network, LLC, an online sales, marketing and business development resource serving small and medium enterprises (SMEs) worldwide, today announced it will host the first-ever Small and Medium Business Global Export Summit. Scheduled for November 14 from 4:00 to 6:00 p.m. at the Reagan Building in Washington, D.C., the Summit is designed to raise awareness of available short-term and long-term funding, insurance and other resources that can help small and medium businesses take advantage of export opportunities and grow their profits.

Representatives from U.S. government agencies will provide information about programs that can reduce the complexity and risk to doing business internationally. The panel will include representatives from the U.S. Department of Commerce: Commercial Service; Market Access and Compliance, IPR (Intellectual Property Rights); and Market Access and Compliance, TCC (Trade Compliance Center). Also represented on the panel will be the Export-Import Bank of the United States, OPIC (Overseas Private Investment Corporation) and the U.S. Department of State.

Additionally, serving as leaders in business and global strategy, representatives from The John H. Chafee Center for International Business at Bryant University, Atradius, DHL Express, Newtek Business Services and Trenwith Securities, LLC will serve on the panel to help small and medium businesses explore their global options. The panel discussion will be moderated by Howard Vine, partner at Dickstein & Shapiro, with a focus on international trade.

Opening remarks will be delivered by The Honorable Clayton Yeutter, former U.S. Trade Representative, former Secretary of Agriculture and former president and chairman of the Chicago Mercantile Exchange. Yeutter is a member of the ZANA Network Advisory Board.

“The major challenge the U.S. faces in realizing the nation’s full potential is low participation rates among the general business community,” said John Emens, Senior Vice President of The Export-Import Bank of the United States. “This summit will provide a wealth of information on small and medium business trade and its opportunities around the globe. In addition, it will raise awareness of the range of resources the government offers through each stage of the exporting process, ranging from funding to guaranteeing payment.”

American small and medium enterprises (SMEs) comprise more than 90 percent of the U.S. business economy. Despite this dominant presence in the U.S., small and medium businesses possess a tiny representation of the global economy. According to the TPCC, only four percent of U.S. companies export goods and services. In 2005, only 239,094 firms were identified as exporters. In contrast, the majority of European and Asian firms and companies in countries worldwide routinely export products and services.

“Finally, American businesses have the resources available to make global business easier, safer and more profitable,” said ZANA Network Chief Executive Officer Howard Keating. “Diversifying globally is a great way to reduce risk and recession-proof your business. Not only is money available to finance exports but qualified companies can obtain credit insurance that will guarantee you receive 94 to 100 percent of your invoice. It’s less risky than doing business in the U.S.”

Among the thousands of ZANA Network’s U.S. members, many are using www.zananetwork.com to go global, including a Michigan small business now connecting U.S. companies with Chinese manufacturers, a U.S. electric car company playing in the U.K. market and a golf company entering the global marketplace.

“An essential part of ZANA Network’s overall mission is to help small and medium businesses succeed in the global market,” Keating added. “Now companies large and small can go global. You can set up worldwide distribution even from your basement home office.”

Through its one-stop menu of relevant services, ZANA Network helps all types of businesses -- from startups launching their first product to professionals building referral

networks to established companies in any industry – reach more potential customers. ZANA Network accomplishes this locally, nationally and especially internationally. In addition to a platform to advertise and sell products and services, ZANA Network provides access to capital, insurance and other business services, and resources on how to do business in more than 200 countries worldwide.

About ZANA Network, LLC

ZANA Network is an online sales, marketing and business development resource for small and medium enterprises (SMEs) worldwide. ZANA Network provides selling, buying and partnering opportunities, trade resources, business guidance and essential services, and enables entrepreneurs, inventors, professionals and other SME business people to come together in a community for mutual benefit. ZANA Network helps businesses grow faster and more profitably. For more information, visit www.zananetwork.com. For more information or to register for this free summit, please contact globalexportsummit@zananetwork.com.

#

ZANA Network Media Contacts:

A. Ray Thomas
ZANA Network, LLC
248 477 5431
rthomas@zananetwork.com

Margaret Bonilla
Birnbach Communications for ZANA Network
603 548 0693
mbonilla@birnbachcom.com