

Prime Intelligence

Prime Intelligence KK Launches Japan Content Solutions to Serve U.S. and European Content Company Market Entry

Tokyo, Japan, November 18, 2004 -- Prime Intelligence KK, a Tokyo-based market-entry and information services company, today announced Prime Intelligence Japan Content Solutions, a comprehensive Japan market entry service for U.S. and European information vendors. Prime Intelligence Japan Content Solutions delivers turn-key Japan market entry services, including distribution, marketing, sales, customer support, and billing for companies in the information industry. The ideal customers for Prime Intelligence Japan Content Solutions include primary publishers, market research publishers, commercial information providers, and content software technology vendors that have a recognized market in Japan but prefer not devote the significant resources required to establish a dedicated Japan office.

For decades, Japanese companies have been voracious consumers of information in order to succeed in competitive global markets. Information companies from the U.S. and Europe recognize Japan as a major market and many have been highly successful opening direct operations. But most small and medium size companies lack the significant resources required to set up a direct Japan presence. The many hurdles include negotiating legal requirements, acquiring office space, hiring and training bilingual sales and marketing talent, identifying leads, closing sales, delivering services, and billing customers. With nearly twenty years experience building businesses for U.S. and European information companies, Prime Intelligence and the company's new Japan Content Solutions serves as the ideal cost-effective approach. Unlike other general purpose market-entry consultants, Prime Intelligence specializes in information companies.

“The Japan market for information from the U.S. and Europe is huge,” said Tetsuo Imai, president and founder of Prime Intelligence. “Our many contacts in the technology, manufacturing, pharmaceutical, and government sectors are always looking for quality information and IT products to adopt to make them more competitive.”

About Prime Intelligence

Prime Intelligence (<http://www.prime-i.com/>) was established in 1985 to serve global information companies with Japan market entry and distribution services. The company provides global business intelligence products and services from U.S. and European information companies to clients in Japan. Prime Intelligence is staffed by a team of bilingual information product, market research, and management consulting specialists. Led by information industry veteran Tetsuo Imai, Prime Intelligence has built many US content companies businesses in the Japanese market, including the Industry Analysis Division of Business International, Creative Strategies International, Global Finance Information, INPUT, Individual.com, and NewsEdge, now a Thomson company. For more information contact Prime Intelligence at info@prime-i.com or +81-43-303-9951

U.S. media contact:

David Scott

Freshspot Marketing for Prime Intelligence

1-617-513-9548

david@freshspot.com