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PRESS RELEASE
For immediate release

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BPE Global Rebrands

Industry Leader Launches New Website

San Francisco, CA – 26 January 2012: Beth Peterson Enterprises, Inc., a leading trade compliance consulting firm, launched its new brand identity as BPE Global with a new website and new logo.

"The three circles around BPE connect our core disciplines of customs, export, and security compliance" said President, Beth Peterson. "The logo and the revamped web presence visually represent our expertise as well as evoke the energy, innovation, and distinctiveness of the BPE Global team."

Headquartered in San Francisco, CA, BPE Global is changing the way that companies approach global trade compliance. Rather than look at global trade as a means to an end, BPE Global works with companies to highlight global trade compliance as a competitive advantage critical to a company's overall strategy and success.

BPE Global supports multi-national clients in aerospace, defense and industrials, pharmaceuticals, consumer products and services, energy and power, financials, healthcare, high technology, materials, services, and telecommunications. BPE Global's customers range from start-ups to Fortune 100 companies.

This is the first major logo change for BPE Global since the founding of the company in 2004. Learn more at www.bpeglobal.com.