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Press Release

Life Sciences Translation Leader Launches Culture & Language News Digest

aiaTranslations' new site focuses on the impact of language and culture on the
life sciences industry

Clinton, NJ – January 25, 2010

aiaTranslations has launched a new online digest, *aiaConnect* at www.makeglobalmeanglobal.com/aiaConnect/index.html, which focuses on the role of language and culture in global healthcare.

aiaTranslations has published the quarterly newsletter, *aiaConnect*, since 1995 and is now producing the publication in a digital-only platform. The online format allows for easy access to archived documents, arranged by topics: Marketing, Market Research, Clinical Trials/Patient Recruitment, Patient Education and Global Management.

There is a void in global communication education for executives and managers working in the life sciences or pharmaceutical fields. aiaTranslations provides a fresh look at the issues that impact decision-making in the field.

While collaborating with some of the world's largest pharmaceutical companies and communication agencies, aiaTranslations has built a solid reputation for delivering the highest quality life-sciences specialized multilingual and multicultural services in any format.

To find out how to reach the global patient with your message, visit www.aiaLifeSciences.com or www.aiaTranslations.com under Life Sciences.

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aiaTranslations is the leading global provider of translation services for the life-sciences industry. aiaTranslations is a full service agency providing high-quality language services with the scientific knowledge and cross-cultural adaptations required in the global pharmaceutical and healthcare fields.