



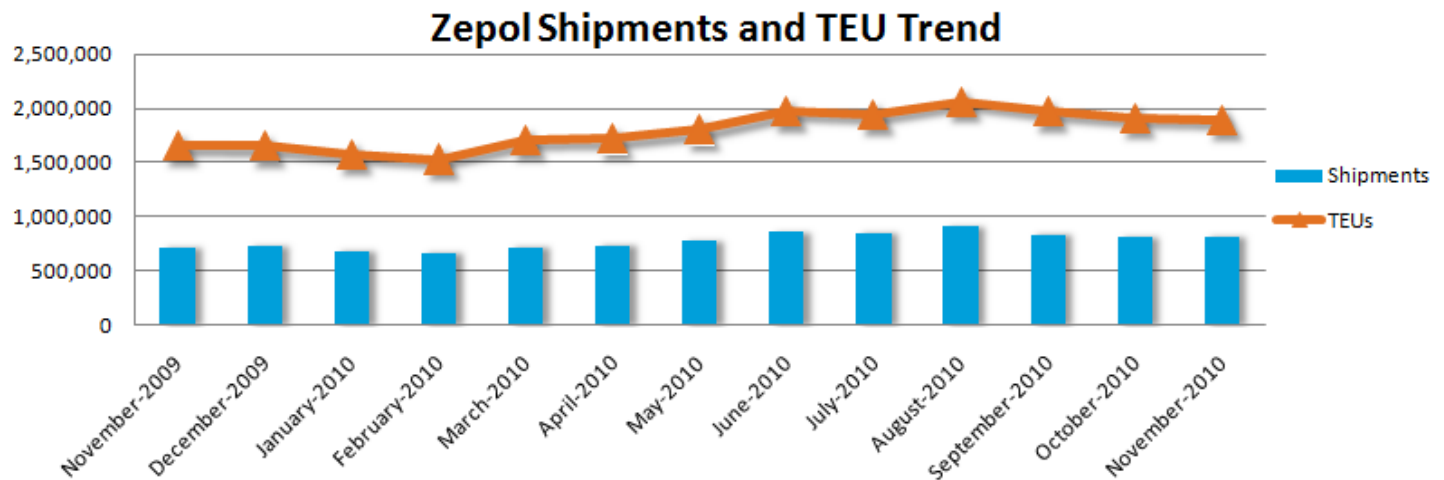
FOR IMMEDIATE RELEASE:

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Zepol Reports November Containerized Imports Fall 0.92%

Total container trade falls short for the third month

MINNEAPOLIS, December 6th, 2010 — Zepol Corporation, [the leading trade intelligence company](#), reports that import shipment volume for November, measured in TEUs, decreased 0.92% from October and increased 14.23% over November 2009. The total number of shipments rose slightly at 0.20% from October and 14.03% over last November.



Key Statistics from this Month's Update:

1. Year to date, total import shipments are up 14.17% over 2009 and down 1.22% from 2008. Year to date TEUs show similar numbers, up 15.95% over 2009 and down 0.98% from 2008.
2. Total shipments from Asia are down 2.11% from October, but European origin shipments rose 12.15% for the same time period. TEU volumes show the same picture: Asia down 3.48% and Europe up 10.18%.
3. The common perception that October is the most active month for trade was proved wrong in 2010 as August clocked the most import TEUs at 2.06 million. In the last 3 months, September, October, and November have shown month over month decreases of 4.66%, 2.87%, and 0.95% respectively.

Methodology:

Zepol's data is derived from Bills of Lading entered into the Automated Manifest System. This information represents the number of House manifests entered by importers of waterborne containerized goods. This is the earliest indicator for trade data available for the previous month's import activity. The data includes shipments from empty containers, may overstate totals from transshipments, and may contain other data anomalies.



About Zepol Corporation:

Zepol Corporation is a Minnesota-based company working to provide the most complete and up-to-date trade data to organizations around the world. Zepol provides industry leading trade data tools, TradeIQ™ and TradeView™, for analyzing the United States trade marketplace. TradeIQ™ is an up-to-date U.S. Customs import Bill of Lading database and is available through an online interface. TradeView™ provides access to U.S. Census data to visualize the import and export economy.

Zepol's user base includes over 1,000 subscribers representing the leaders of every trade related industry. Our customers are the most important players in the international trade community. Users include leading transportation executives, supply chain professionals, competitive intelligence practitioners, and intellectual property attorneys at:

- Over 40 of the Fortune 500
- 4 of the top 10 Port Authorities by Volume
- 7 of the top 10 Freight Forwarders
- 2 of the top 3 Fruit Importers
- 9 of the top 20 Chemical Companies

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