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**PRESS RELEASE**

San Diego, Wednesday, October 8<sup>th</sup>, 2014.

2B Advice LLC, San Diego, California U.S. launches 2B Advice PRIME<sup>®</sup> in the U.S. market

2B Advice LLC, a U.S. based data privacy management consultancy and solutions firm, announced today the launch of 2B Advice PRIME<sup>®</sup>, a “software-as-a-service” solution for the U.S. market.

The San Diego office of 2B Advice LLC will be the lead sales hub for 2B Advice PRIME<sup>®</sup> in the U.S. market. While 2B Advice PRIME<sup>®</sup> is just now launching in the U.S., it boasts a mature and stable environment. Developed from years of privacy efforts and proven through over 1,000 installations world-wide, 2B Advice PRIME<sup>®</sup> will now be provided as a SaaS solution throughout the U.S. With this introduction, 2B Advice LLC now offers data privacy and compliance officers in the U.S. a complete privacy solution, featuring all the tools needed to meet the growing statutory and regulatory requirements in one place. 2B Advice PRIME<sup>®</sup> provides an integrated, centralized system for organization and implementation of all data privacy matters, offering a privacy activity map, inexpensive web-based training for employees, a fast and efficient way to perform online audits and reports, and much more. With 2B Advice PRIME<sup>®</sup>, companies large and small in any sector can efficiently manage data privacy, delegate tasks, implement measures and monitor progress.

“We are delighted to release an innovative and comprehensive data management solution for the U.S. market. There’s nothing quite like it that lets you customize and manage every aspect of your privacy program in real time,” explains Marcus Belke, President of 2B Advice LLC.

To get more information or order a 30-day trial of 2B Advice PRIME<sup>®</sup>, visit <https://www.2b-advice.com/ws/PriME%20USA/PriME-Home/>

2B Advice LLC also offers a range of privacy services, including expert insight into European data privacy laws. We also support European customers in their endeavors to implement data privacy programs at their U.S. subsidiaries, suppliers and service providers. Additionally, for companies doing business with Europe, 2B Advice LLC offers certification in accordance with the Safe Harbor framework and Binding Corporate Rules, mandatory for U.S. and European companies wishing to exchange personal data.

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About 2B Advice:

2B Advice – the privacy benchmark – is an international corporate consulting firm with offices in Berlin, Bonn and Munich (2B Advice GmbH), Brezno (2B Advice s.r.o., Slovakia), New York and San Diego (2B Advice LLC). 2B Advice offers solutions for all issues having to do with data privacy issues: consultancy, implementation, software, testing and certification. 2B Advice bridges the gap between technology and law, combining legal expertise, outstanding technical and organizational skills. 2B Advice's goal is to become the leading international consulting firm specializing in data privacy.

[www.2b-advice.com](http://www.2b-advice.com)