



PRESS RELEASE

Bonn and New York, May 15, 2012

2B Advice GmbH Establishes Subsidiary in New York

2B Advice GmbH, a consulting firm based in Bonn, Germany, specializing in data privacy, announced the opening today of the offices of its subsidiary 2B Advice LLC, in New York.

2B Advice LLC offers American companies local solutions to questions regarding European data protection and privacy laws and regulations. It also supports European customers in their efforts to enforce data privacy policies at their U.S. subsidiaries or among American suppliers and service providers. 2B Advice GmbH already performs audits of its European customers' American subsidiaries. In the future, 2B Advice LLC will handle these activities, with its team based locally at the New York office. 2B Advice LLC is also able to conduct certification processes according to Safe Harbor and Binding Corporate Rules. These certifications are required in all cases in which companies based in the United States and Europe exchange personal information.

“American companies don't like to work with consultants from Europe. They shy away from linguistic and cultural barriers. What they want is a point of contact in the United States,” says Marcus Belke, President of 2B Advice LLC and Managing Director of 2B Advice GmbH, explaining the reasons behind the move. 2B Advice LLC will be available to companies in the United States, and because the new firm is backed by the expertise of the 2B Advice group of companies, it can also leverage know-how in the fields of European data protection law and data protection management, thereby safeguarding the interests of multinational businesses.

Contact, 2B Advice LLC:

Anni Mannonen

65 Broadway, Suite 503

New York, NY 10006, USA

Tel. +1 (212) 401 6233 00

Fax +1 (212) 401 6233 09

newyork@2b-advice.com

Press Contact, 2B Advice GmbH

Dominik Zier

Wilhelmstrasse 40-42

53111 Bonn, Germany

Tel. +49 (228) 926165 126

Fax +49 (228) 926165 109

dominik.zier@2b-advice.com

About 2B Advice:

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

www.2b-advice.com