

TRANSFER PRICING ASSOCIATES FORMS ALLIANCE WITH EDWARD NATHAN SONNENBERGS INC. IN SOUTH AFRICA

Amsterdam, April 2010 –

Transfer Pricing Associates, the leading independent provider of global transfer pricing, customs and valuation services, is pleased to announce that it has entered into a non-exclusive alliance with Edward Nathan Sonnenbergs Inc., Africa's largest law firm that provides extensive legal, tax (including transfer pricing), forensics and intellectual property advice to its largely corporate client base in South Africa and internationally.

This new alliance will allow both firms to expand their service offerings within transfer pricing to meet the growing demand by global and South Africa based companies for comprehensive transfer pricing services. The relationship is a great opportunity for both firms to expand their service offerings to both South African based groups with international operations and international groups with operations in South Africa.

As Transfer Pricing Associates as a firm continues to expand, additional strategic relationships will be developed with leading organizations in order to extend the already comprehensive service capability and the presence of Transfer Pricing Associates around the world.

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About Transfer Pricing Associates:

Transfer Pricing Associates is the leading independent provider of global transfer pricing and valuation services and part of the Transfer Pricing Associates Global group. The Transfer Pricing Associates Global group is an independent and specialist provider of expert transfer pricing, tax valuation and customs services, headquartered in Amsterdam and with our own offices and coverage in over 25 countries around the world. Transfer Pricing Associates provides high quality transfer pricing advice and assistance to multinationals of all sizes, wherever they are located. For more details of our innovative services, please visit our website at www.tpa-global.com

About Edward Nathan Sonnenbergs Inc.:

Edward Nathan Sonnenbergs Inc., Africa's largest law firm, offers extensive legal, tax, forensics and intellectual property advice. With offices in Johannesburg, Cape Town, Durban and Stellenbosch we think differently and beyond convention to deliver inspired solutions by combining our financial, commercial, tax and legal expertise to provide our clients with a competitive advantage. For more details of our services, please visit our website at www.ens.co.za