

TRANSFER PRICING ASSOCIATES FORGES STRATEGIC ALLIANCE WITH SOUZA, CESCON, BARRIEU & FLESCH ADVOGADOS IN BRAZIL

Amsterdam, January 2010 –

Transfer Pricing Associates, the leading independent provider of global transfer pricing and valuation services, is proud to announce that it has formed a strategic alliance with Souza, Cescon, Barrieu & Flesch Advogados (www.scbf.com.br) in Brazil. Souza, Cescon, Barrieu & Flesch Advogados is a Brazilian law firm committed to offering legal services with outstanding quality and efficiency.

This new alliance will help to meet the growing demand among global and Brazil-based organizations for comprehensive transfer pricing services. This relationship is a great opportunity for both firms to expand services to the business communities in Brazil.

As Transfer Pricing Associates as a firm continues to expand, additional strategic relationships will be developed with leading organizations in order to extend the 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 Souza, Cescon, Barrieu & Flesch Advogados:

Souza, Cescon, Barrieu & Flesch Advogados is a Brazilian law firm committed to offering legal services with outstanding quality and efficiency. We are a full-service law firm relying on a network of over 100 lawyers located in our three fully-integrated offices in the cities of São Paulo, Rio de Janeiro and Belo Horizonte. Our legal teams consist of expert lawyers, most with post-graduate degrees and international experience acquired with masters degrees in the most prestigious U.S. and European institutions or working as International Associates at renowned law firms in New York and other major financial centers. Please refer to www.scbf.com.br for more information.