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### **World Largest Bookseller Barnes And Noble To Offer Transviet Imex Magazine As Pathway To Soaring US-Vietnam Trade Market**

Santa Ana, CA – 6/20/2006 - TransViet Imex Corporation, publisher of Transviet Imex and Viet magazines, announced today that through its contract with Ingram Periodicals Inc. (IPI), a major wholesale distributor, starting July 2006, TransViet Imex magazine will be available in more than 300 select stores of Barnes and Noble, B. Dalton, and many other newsstand locations and outlets in America.

“This is a very exciting new to the Vietnamese people living both in Vietnam and abroad since TransViet Imex magazine will be able to serve its mission to provide vital sources of news and information for professionals and businesses that actively export and import products and services between the US and Vietnam. TransViet Imex magazine is the first and only English title that is Vietnamese-American woman-owned publication distributed in the national upscale chain such as Barnes and Noble and B. Dalton.” said Michelle Phuong Thao, Editor-in-Chief of TransViet Imex and Viet Spirit magazines.

The July/August 2006 issue of TransViet Imex includes a complete brochure about the 2006 US-Vietnam Trade Exploration Mission Trip, which is sponsored by the Vietnam Museum of Ethnology ([www.vme.org.vn](http://www.vme.org.vn)) and co-organized by Transviet Imex Corporation ([www.transvietimex.com](http://www.transvietimex.com)), EZLink Ltd International Investment Consulting & Management Group ([www.ezlinkltd.com](http://www.ezlinkltd.com)), and the Vietnam Chamber of Commerce & Industry ([www.vcci.com.vn](http://www.vcci.com.vn)) to Hanoi, Vietnam from October 4th to 14th, 2006.

Michelle Phuong Thao continued: “TransViet Imex magazine also aims to introduce Vietnam to the American readers and potential tourists through articles, photographs, and news about Vietnam classical and contemporary literature, culture, music, arts, economic development, and feature stories on the most successful Vietnamese entrepreneurs and talents.”

The mission trip will include US-Vietnam Trade Fair, Viet Spirit Arts Exhibition, VietMode Fashion Shows, networking dinners, sightseeing tours to Ha Long Bay and the Ethnic Town of Sapa, meeting with successful Vietnamese entrepreneurs, and other planned activities for American and Vietnamese business people to fully explore trade opportunities and to establish potential business relationships with Vietnam partners and/or government representative offices.

In addition to the subscriptions and distributing at the retail outlets, the July/August issue of Transviet Imex magazine will be distributed to more than 3600 local Chambers of Commerce and more than 1500 public and academic libraries nationwide to inform about the upcoming trade mission trip between the US and Vietnam. The Vietnamese version, Viet Spirit magazine, is also distributed to more than 2500 public and academic libraries throughout the US. TransViet Imex Corporation is planning to publish two new quarterly magazines: VietMode and Vietnam in

Focus, which debut this coming October 2006. VietMode will also be distributed by IPI through its retail chains, among them are Barnes and Nobles, Borders, B. Dalton, Walden Books, and others.

#### About TransViet Imex Corporation

TransViet Imex Corporation, publisher of TransViet Imex and Viet Spirit magazine, English and Vietnamese respectively, is a Vietnamese-American, woman-owned business, based in Santa Ana, CA. In addition to publication, TransViet Imex provides full spectrum of international business consulting and training services for clients in doing importing and exporting business between the United States and Vietnam. TransViet Imex assists companies interested in investing, manufacturing, or opening an office or factories in Vietnam. TransViet Imex specializes in teaching and training young American and Vietnamese professionals to achieve career opportunities in the international business environment. To learn more about TransViet Imex Corporation, visit its website at [www.transvietimex.com](http://www.transvietimex.com) or send email to [info@transvietimex.com](mailto:info@transvietimex.com)