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THE WIRELESS SOURCE TO SPONSOR 5TH ANNUAL GLOBAL TRADE MISSION

February 23, 2004 – The Wireless Source, a Bloomfield Hills, Michigan based company and Automation Alley member, will be a corporate sponsor for The Oakland 2004 Global Trade Mission, Thursday, March 4 - Saturday, March 6, at Oakland Community College (OCC) Auburn Hills Campus. The Oakland County Global Trade Mission (GTM) serves as an introduction to international trade and business for approximately 150 high school students from 15 high schools in Oakland County.

The Wireless Source is a prime example of a company that centers on global distribution for growth. The Wireless Source specializes in the distribution of new, used, and remanufactured wireless phones, with offices in Shanghai, China and Toronto, Canada. Other GTM sponsors include DaimlerChrysler and Steel Industries, Inc. Students will receive insight and experience from these global leaders.

The students will use a variety of resources to research and develop a comprehensive business plan that focuses on the development, marketing and selling of a specific product. They will also participate in international video conferences to learn more about potential markets for their projects. On the final day of the GTM, the students will give presentations of their projects to business executives involved in global trade. New to this year's event will be a lifeline feature. Business professionals from various industries will be available to answer student questions about trade issues.

For more information on the Global Trade Mission contact Marlana Krolicki, Ed.D Career Focused Education, Oakland Schools: 248-209-2025. Or, Bob Sullivan, President and CEO of The Wireless Source and Chairman Automation Alley Trade Company: 248-335-0440 ext 200, bsullivan@twsmail.com