



Contact: Didi Caldwell, 864.918.3816
didicaldwell@globallocationstrategies.com

Global Location Strategies Launches New Website, Prepares for “Significant Growth”

GREENVILLE, SC – April 18, 2011 – Global Location Strategies, the rapidly-growing South Carolina-based site selection and economic development consultancy, has launched its new website (www.globallocationstrategies.com), strategically investing in an expanded online presence as it gears up for what firm principals term “a commitment to significant growth.”

“This website launch represents our first major step in a concerted program to expand our profile with corporate audiences, both domestic and international,” said Didi Caldwell, Global Location Strategies principal who directed the website initiative. “By coupling our new web presence with an integrated marketing initiative and strategic additions of team members, we intend to dramatically accelerate our organizational growth.”



The GLS website features details on global clients served by Ms. Caldwell and fellow principal, John Sisson, including a menu of services and methodology overviews, industries of focus, and a **Resources** section containing news releases, speeches and articles. Case studies and a secure client portal will be added shortly, noted Ms. Caldwell.

“This site is dynamic and very much a work in progress, and a tool that we fully envision will continue to grow, deepen and evolve as time goes forward,” added Sisson.

Many aspects of the site were driven by analysis of best-of-breed competitor sites, as well as in reviewing top site characteristics of web-based organizations. “We focused on what key user audiences want to shape content, organization and navigation aspects of the site, presenting the information they asked for in a fashion that is easily accessible and intuitively located.”

With skills honed from decades of leadership in the worldwide location services division of a major construction and engineering firm, followed by successful individual consultancies serving clients around the globe, GLS provides comprehensive site

selection, incentive negotiation, real estate, and economic development consulting services to clients – along with the ability to tap the additional talents of world-class engineers, technical experts and project developers to benefit their clients.

Past clients served by firm principals include Kuwait Petroleum, Conoco, Hexcel, Caterpillar, Navistar, Bristol-Myers Squibb, Schering AG, and First Quality Enterprises.

In addition to core site selection and incentive negotiation services, the GLS team assists clients with real estate needs, and provides economic development consulting services to state and regional organizations interested in attracting and retaining capital investment and jobs in today's uncertain economic climate.

###

For additional information on Global Location Strategies, call 864.918.3816 or visit them online at www.globallocationstrategies.com.