



PRESS RELEASE

Freeborders' CEO Jean Cholka to Speak at the 10th Annual HYSTA Conference

Session to Convey Successes and Business Values for Evaluating Outsourcing Services in China

San Francisco & Santa Clara CA – October 1, 2009 — [Freeborders Inc.](#), a leading provider of consulting, technology assessment and outsourcing services to the financial services, high tech and travel industries, today announced that its CEO, Jean Cholka, will be speaking at the HYSTA (Hua Yuan Science and Technology Association) 2009 Annual Conference taking place at the Santa Clara Convention Center on Saturday, October 3, 2009.

Ms. Cholka and executives from other prominent [IT outsourcing and IT strategy consulting](#) companies will discuss how China has become a diverse and successful outsourcing market. With today's economic conditions providing severe challenges for business, more companies are looking to position themselves for eventual recovery and are evaluating the effective use of global sourcing providers to help them support and expand their operations. Utilizing a key client success case study, Cholka will discuss a number of technology and industry best practices that are reshaping some of the ways in which companies around the world are outsourcing in China.

HYSTA's conference theme for 2009, "Survive and Thrive Amidst a Global Economic Crisis: New Opportunities Across China and US," will focus on how to sustain business during times of global economic hardship, and also how to thrive, grow and expand with global sourcing – allowing companies to emerge from the pack as a leaders.

"I am honored to again be invited to join my colleagues at the annual HYSTA event," said Cholka.

"China's emergence as a center for IT services is unmistakable and I am excited to share a client success story that showcases how building specific business domain knowledge within [development centers in China](#) is key to providing our clients with higher productivity and profitability."

About Freeborders

Freeborders provides specialized expertise to solve the most complex business challenges for the financial services, travel and high tech industries. The company provides [global consulting](#) technology and outsourcing services that leverage its deep domain knowledge, innovative thinking and strategic execution through its integrated [China to US delivery model](#). Freeborders is uniquely positioned to cost-effectively enable its clients to achieve their business objectives. To learn more, visit www.freeborders.com.



For additional information, please contact:

Cheri A. Mangum
Media Relations
cheri.mangum@freeborders.com
+001-386-848-7745

