



News Release

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FOR ADDITIONAL INFORMATION
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BSA Commends USTR For Proposal To Liberalize Trade In E-Commerce and Computer Services

Washington, DC (March 31, 2003) – The Business Software Alliance today commended Ambassador Zoellick, the United States Trade Representative, for USTR's proposal to liberalize the trade rules for e-commerce and computer-related services.

"This offer is an important step toward achieving barrier free e-commerce within the WTO," said Robert Holleyman, president and CEO of the BSA. "With the exponential growth of the Internet, barrier-free trade rules that guide the computer and related services industry is becoming increasingly critical to the industry's ability to deliver its services abroad. "

"Software and computer companies, which depend on trade for their commercial viability, strongly support multilateral trade liberalization efforts through the World Trade Organization (WTO). Trade liberalization through the WTO is critical to the high tech industry's growth and increased contribution to the world economy, and to the rapid development of the industry in lesser-developed markets."

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The Business Software Alliance (www.bsa.org) is the foremost organization dedicated to promoting a safe and legal online world. The BSA is the voice of the world's software and Internet industry before governments and with consumers in the international marketplace. Its members represent the fastest growing industry in the world. BSA educates computer users on software copyrights and cyber security; advocates public policy that fosters innovation and expands trade opportunities; and fights software piracy. BSA members include Adobe, Apple, Autodesk, Avid, Bentley Systems, Borland, Cisco Systems, CNC Software/Mastercam, Entrust, HP, IBM, Intel, Intuit, Internet Security Systems, Macromedia, Microsoft, Network Associates, Novell, PeopleSoft, SeeBeyond Technology, Sybase, and Symantec.