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## **Jungle Communications Swings into 15<sup>th</sup> Year in Multicultural Marketing**

### **Passion, Perseverance and Emerging Ethnic Markets Drive Success**

*April 15, 2008, San Francisco* — **Jungle Communications** is proud to announce the beginning of their 15<sup>th</sup> year in multi-language and culturally diverse marketing. Founded in San Francisco on the eve of the Internet boom, the company has established itself as a reliable source of marketing, design, and translation services delivered in over 50 languages for both local and global markets.

President and Founder **Juan Santana**, a former Exxon marketing executive originally from the Canary Islands, and Co-Founder **Kerstin Goetz** (*pronounced Getz*), originally from Berlin, launched Jungle Communications to help bridge the cultural gap that many residents and visitors from non-English speaking countries face in the United States. It was their own personal experience in coming to the U.S. that inspired their passion to create a company that would assist businesses to effectively communicate across cultural and language barriers.

Uniquely qualified by their own foreign-born background and educations in marketing, communications, and design, Santana and Goetz set out with the ambition of building a company that could help businesses and government agencies navigate the maze of the ethnic marketplace. Under their leadership Jungle has provided marketing services to such clients as **Sun Microsystems** (*Asian and European markets*), **Charles Schwab** (*Chinese*), **Stanford University** (*English and Spanish*), **the San Francisco International Airport** (*Spanish, Tagalog, Japanese,*

*and Chinese*), **the California AIDS Drug Assistance Program** (*6 languages*), **San José Environmental Services** (*Spanish and Vietnamese*), **River Rock Casino** (*English and Chinese*), and **Intel** (*Spanish, Portuguese, and Russian*).

With the increasing popular demand for improved communications to non-English-speaking markets, Jungle Communications has enjoyed steady business growth and built a strong track record for tackling even daunting assignments. One prime example of success is their production of the multi-language **City and County of San Francisco** “Voter Information Pamphlet” for all local elections. For eight consecutive years, Jungle has produced these publications—which are often jokingly referred to as “phone books” because of their hefty size—and consistently fulfilled the requirement for accuracy and on-time delivery.

Today Jungle Communications has three offices in Northern and Southern California. In 2008, Santana and his team look forward to serving industry, education, and government by continuing to provide culturally sensitive and multilingual marketing leadership. Among their many services for reaching diverse language and cultural markets are research, consulting, design, publishing, advertising, branding, packaging, e-learning, and translation in any language for the local and global marketplace.

For more information: [www.webjungle.com](http://www.webjungle.com)

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