



FOR IMMEDIATE RELEASE

CETRA Averts Potential Translation Disasters and becomes a member of the PHILADELPHIA 100

Elkins Park, PA, October 21, 2008 – [Jiri Stejskal](#) is pleased to announce that [CETRA Language Solutions](#) has been recognized as one of the fastest-growing privately held companies in the Philadelphia region. It's not uncommon for CETRA to encounter a situation in which the company "saves the day" by identifying or preventing potentially disastrous [translation](#) errors. A few years back a producer of children's nutritional products had to recall 4.6 million cans of baby formula because of misleading Spanish instructions on bilingual labels. Following the flawed directions could have caused illness or even death. It is CETRA's business to prevent, catch and correct such errors, and the company's expertise in this area has led them to become a member of the Philadelphia 100.

Jiri Stejskal says: "In today's global business environment, the stakes are high. From ridiculous headlines to awkward or sloppy use of the local language, translation mistakes can be costly, embarrassing, or even disastrous. CETRA's dynamic growth of nearly 300% over the past three years shows that our clients realize the importance of high-quality translation and [interpretation](#)."

[The Philadelphia 100](#)[®] is an annual program conducted by the Entrepreneurs' Forum of Greater Philadelphia, the Philadelphia Business Journal, and the Wharton Small Business Development Center. This year's 20th anniversary event is being held on October 22, 2008 at the Sheraton Philadelphia City Center. For more information, visit www.philadelphia100.com.

[CETRA](#) provides customized language solutions to governments and businesses worldwide, including translation, interpretation, American Sign Language interpretation, localization, multilingual typesetting, voice-overs and transcriptions. CETRA specializes in serving the marketing

transcriptions. CETRA specializes in serving the marketing research and legal arenas as well as the information technology, pharmaceutical, and human resources sectors. CETRA's President, [Dr. Jiri Stejskal](#), is currently serving as President of the American Translators Association and as Vice President of the International Federation of Translators. A member of the US delegation to ISO, CETRA is the only language services provider actively involved in the development of an international translation quality standard. For more information, visit www.cetra.com.

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