

1.00% APY*

A HIGH-YIELD SAVINGS ACCOUNT FROM AMERICAN EXPRESS

LEARN MORE NOW



PERSONAL SAVINGS from American Express

Accounts offered by American Express Bank, FSB. MEMBER FDIC

ARTICLE

Follow Reuters



Facebook



Twitter



RSS



YouTube

PRESS RELEASE:

Boart Longyear Launches New Spanish Edition of BoartLongyear.com

* Reuters is not responsible for the content in this press release.

Mon Aug 1, 2011 11:00am EDT

PRESS RELEASE:

Boart Longyear Launches New Spanish Edition of BoartLongyear.com

PR Newswire

SALT LAKE CITY, Aug. 1, 2011

SALT LAKE CITY, Aug. 1, 2011 /PRNewswire/ -- Boart Longyear (<http://www.BoartLongyear.com> - ASX: BLY), the world's leading integrated drilling products and services provider, has announced an all-new Spanish language edition of the company website.

The Spanish version of the website has been launched today after several months of planning and development, and is part of a broad initiative to provide all company literature and other collateral in multiple languages.

"With customers and operations throughout Latin America and other Spanish-speaking regions around the globe, this initiative is very important to us, and speaks to the global nature of the mining business," says Kevin Tomaszewski, global director of product management and marketing communications for Boart Longyear. "We are proud to announce the Spanish language edition of boartlongyear.com. As our business grows in Mexico and other Spanish-speaking regions in Latin America, we feel that this will be extremely valuable to our customers."

Sensitive to the needs of the marketplace, the 120-year-old company also plans to launch a French edition of the website later this year.

About Boart Longyear

Boart Longyear (ASX: BLY) is a 120-year-old global mineral exploration company that provides mineral exploration services and drilling products for the global mining industry and also has a substantial drilling presence for water exploration, environmental sampling, energy, and oil sands exploration.

Headquartered in Salt Lake City, Utah, with 2010 sales of US\$1.476 billion and over 9,000 employees worldwide, the company conducts contract drilling services in 40 countries, and provides mining products to customers in over 100 countries. Regional offices and operations are located in Asia Pacific, EMEA, Latin America, and North America.

The company can be found on the Web at www.boartlongyear.com. To get Boart Longyear news direct, visit <http://www.boartlongyear.com/rss>

Contact: Cody Dingus

Global Marketing and Communications Manager

Phone: +1 801-952-8359

E-mail: cody.dingus@boartlongyear.com

SOURCE Boart Longyear