

**PRESS RELEASE**

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**Arizona Golf Industry Increasing Barter Activity in Lean Times**

*Four New Golf Courses Join Arizona Trade Exchange, Dozens Others Express Interest*

**Mesa, Ariz. (December 23, 2009)** – Golf course owners in the Valley are using barter to survive hard times by joining Arizona Trade Exchange, the Valley’s leading business to business trade exchange, with four new courses added to its growing list of members.

Two of the Valley’s most well known, high-end golf courses – Troon North and Raven Golf Club at South Mountain – have recently joined Arizona Trade Exchange to combat slower traffic and fewer tee times. By allowing Arizona Trade Exchange members to pay for golf on trade, these golf courses in turn are able to use their accumulated trade dollars to offset property maintenance costs, including carpet cleaning, plumbing and HVAC services. Additional courses that recently joined the exchange include Ocotillo Golf Resort in Chandler and Southern Dunes Golf Club in Maricopa.

“Golf is one of those leisurely activities that are first to go when trimming a budget,” said Rob Miller, president of Arizona Trade Exchange. “It’s also a win-win for the property management because they can keep golfers on their courses without spending hard dollars while maintaining or upgrading their property with their accumulated trade dollars. At the same time, those golfers are spending cash for food and beverage on the course and in the clubhouse and equipment in the pro shop.”

The Arizona golf industry, which relies heavily on tourism, has suffered due to the number of visitors in the Valley being lower than it has been in years past. Even high-end golf courses have seen their revenues drop. Golf courses are a great fit for trade exchanges because it costs then virtually nothing to allow golfers to play on trade. Arizona Trade Exchange members who are utilizing their trade dollars toward golf are using it for business purposes, treating friends and family and improving their golf game.

Celebrating 10 years in the Valley, Arizona Trade Exchange is recognized for upholding the highest levels of integrity and quality in customer service and member selection. In addition to offering members a high trade value, Arizona Trade Exchange takes pride in maintaining a network of members with ideal geographic locations to make trading effortless. Throughout the year, Arizona Trade Exchange members can use earned trade dollars for any of the services offered by over 580 members, including accounting services, landscaping, printing costs, air conditioning and heating improvements, plumbing, pest control, IT needs, salon treatments, jewelry and dining out.

For more information about Arizona Trade Exchange, visit [www.arizonatradeexchange.com](http://www.arizonatradeexchange.com).

**About Arizona Trade Exchange**

Founded in 1999, Arizona Trade Exchange is the leading business-to-business trade exchange serving metro-Phoenix. With over 580 members and offices in the East and West Valley, Arizona Trade Exchange features a diverse portfolio of members ranging from home repair services and restaurants to attorneys and travel opportunities. Recognized for exceptional customer service and upholding the highest quality standards for member services and products, Arizona Trade Exchange offers business owners a unique tool to build their business. For more information, visit [www.arizonatradeexchange.com](http://www.arizonatradeexchange.com) or call (480) 633-9363.

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