

PRESS RELEASE

For more information, contact:

Jennifer Lawhead (Crosby/Wright, PR).....(480) 367-1112, jennifer@crosby-wright.com

Jan Bracamonte (Crosby/Wright, PR).....(480) 367-1112, jan@crosby-wright.com

Members of Barter Organization Find Innovative Way to Spend Trade Dollars

Expensive Items like Weddings and Office Improvements are Purchased on Trade

Mesa, Ariz. (September 30, 2009) – As barter increases in popularity nationwide, small businesses are finding unique and innovative ways to spend their earned trade dollars and paying for big-ticket items like weddings and vacations.

The centuries-old practice of barter is today one of the fastest growing industries, especially as small business owners seek ways to decrease overhead, generate new business and spend less cash on business operations. But savvy business owners within Arizona Trade Exchange, Phoenix's largest business-to-business trade network with more than 550 members, are going beyond traditional avenues of spending trade dollars. Members in Arizona have used barter to pay for:

1. **Weddings-** A Phoenix-area attorney spent more than \$25,000 in trade dollars to pay for most of his daughter's wedding. By providing legal services on trade to members within Arizona Trade Exchange, he was able to cover wedding expenses, including the rings, photographer, deejay, catering, florist, limo transportation and many other expenses.
2. **Office Improvements-** Trade members have used barter dollars to pay for high-ticket office improvements. For example, one member traded about \$25,000 worth of dentistry services to remodel his office, including new carpeting and cabinets, reupholstering furniture, moving walls and repainting the entire space. That same dentist also routinely transfers trade dollars into employee accounts that allow his staff to enjoy the benefits of trade.
3. **Vacations-** Dozens of trade members are spending their trade dollars as a no-cash way to travel. Between members within Arizona Trade Exchange and partnerships with other business-to-business trade networks, members are able to use trade dollars to travel locally, nationally and internationally; at major hotel chains like Marriott; transportation to the airport; and more.

"The barter industry has matured greatly in the last few years, and business owners are more often thinking about how to pay for something in trade before using cash with all purchases," said Rob Miller, president of Arizona Trade Exchange. "Especially when members are purchasing expensive items, we're finding that members are trying to fund all or some of the purchase with trade."

Going one step further than many other trade networks across the nation, Arizona Trade Exchange employs brokers who work closely with members to help them find different ways to spend barter dollars that they accumulate. Brokers assess the needs of each member, and help them find ways to spend their trade money, whether that is for professional or personal use.

Arizona Trade Exchange members can use earned trade dollars for any of the services offered by the over 550 members, including accounting services, fresh landscaping, printing costs, air conditioning and heating improvements, plumbing, pest control, IT needs, salon treatments, jewelry and dining out. 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.

For more information about Arizona Trade Exchange, visit 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 550 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 or call (480) 633-9363.

###