

**PRESS RELEASE**

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**Arizona Trade Exchange Founder Celebrates 10 Years of Success In Valley: First Traded Office Space, Now Facilitates Trades For Over 500 Businesses**

Experience Owning Restaurant Sparks Launch of State’s Leading Business-to-business Barter Network

**Mesa, Ariz. (May 5, 2009)** – From a Tempe sports bar owner who traded hot wings and beer for business cards and menus to becoming a Valley entrepreneur, Rob Miller now facilitates daily trades for over 500 Arizona businesses as the president of Arizona Trade Exchange.

As the founder of Arizona Trade Exchange, the Valley’s largest business-to-business barter network, Miller has grown his passion for barter into a thriving business that reported a trade volume of nearly \$5 million last year. The former head of food & beverage at San Francisco’s Candlestick Park, Miller’s first experience with barter began as the owner of a popular Tempe sports bar. With the bar located across the street from a printing shop, Miller began trading meals and drinks for business cards and menus. He eventually joined a formal trade exchange network that gave his business an instant increase of new customers.

Seeing that trade not only filled seats in his bar that would otherwise be empty, Miller became intrigued with the concept of trade, but found the system in his network to be flawed. Determined to do barter better, Miller sold his bar and opened the first trade exchange exclusive to the growing East Valley in 1999. Opening the East Valley Trade Exchange, which is now the Arizona Trade Exchange, with only a handful of potential members, Miller used a common sense strategy to gaining new members by approaching businesses in his immediate neighborhood first and expanding from there.

“When I founded my trade exchange, I made it my mission to offer a solution to the common frustrations in the existing barter networks that were around 10 years ago,” said Miller. “Connecting only businesses that operate with the same integrity, honesty and quality standards as we do has been a huge part of the success of Arizona Trade Exchange.”

Now serving over 500 large and small businesses across greater Phoenix, Arizona Trade Exchange is expanding its offices in Mesa to support its continued growth. From florists, travel opportunities and restaurants to carpet cleaners, veterinarians and charities, members of Arizona Trade Exchange are able to trade their services and products for those of over 500 other member businesses. Members earn trade dollars each time they provide a service or product to another member and then use their earned trade dollars with any member, paying a small percentage fee in cash to the exchange for facilitating the transaction.

Members can also use their trade dollars to support non-profit organizations, including Andrea’s Closet, a local charity that provides toys to children facing frightening medical treatments at numerous hospitals across the state, including The Phoenix Children’s Hospital. Miller began supporting Andrea’s Closet with a pledge of 50,000 trade dollars and today Arizona Trade Exchange and its members have donated over 200,000 trade dollars. Miller was also recently named to the charity’s board of directors.

Recognized for upholding the highest levels of integrity and quality in customer service and member selection, Arizona Trade Exchange offers members a high trade value and takes pride in maintaining a network of members with ideal geographic locations to make trading effortless. Arizona Trade Exchange members also enjoy annual access to an unprecedented holiday trade fair that features department store-quality merchandise ranging from \$25 to \$5,000.

**About Arizona Trade Exchange**

Founded in 1999, Arizona Trade Exchange is the leading business-to-business trade exchange serving metro-Phoenix. With over 500 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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