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Business Barter 101: Is Trade Best For Your Biz?

Top Tips To Identifying How Your Business Fits In The World of Trade Exchange

Mesa, Ariz. (March 11, 2009) – In an economy where business barter is booming, many Valley business owners are looking to trade their services, products and time as a cost-effective alternative to keep their business growing and operating. But what do business owners need to consider before deciding if trade is right for their business?

Arizona Trade Exchange, the Valley’s leading business-to-business trade exchange, has served the greater Phoenix area for 10 years and has over 500 member businesses from restaurants and florists to carpet cleaners and painters. The company’s president, Rob Miller, says business owners thinking about joining a trade exchange should consider the following tips to be sure trade is a good fit for their business.

Is Trade Best For Your Business?

- **Do you have a solid cash business?** Joining a trade exchange is a great way to compliment cash business, but cannot replace it.
- **Does the trade exchange have members you would use?** Be sure the businesses in the trade exchange are ones you would realistically do business with and are in your geographical area.
- **Do you have the products and services to fully support increased business from trade?** Joining a trade exchange means more business not only from trade members, but through word-of-mouth referrals from trade members to regular cash customers. Be sure you are in a position to accommodate new business.
- **Consider all the benefits of trade.** Not only is trade a great way to off-set business operation costs and grow your business, but it can also be used internally to bonus and gift your employees.

A decades-old practice that has made a strong return in light of the current economy, trade exchanges such as Arizona Trade Exchange are experiencing increased membership rates and interest from small business owners to large operations. This year, Arizona Trade Exchange has seen a 25 percent increase in its membership rate, compared to the same period last year, and reported almost \$5 million in trade volume in 2008.

As the state’s leading trade exchange, Arizona Trade Exchange allows businesses across the Valley 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.

Designed to do barter better, Arizona Trade Exchange was founded by former Valley restaurateur Rob Miller who experienced the benefits of trade exchanges as a restaurant owner, but found frustration in the system. Established in Mesa, Ariz. as the East Valley Trade Exchange, as demand for additional service areas grew the company expanded to become Arizona Trade Exchange to serve both the East and West Valleys.

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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 or call (480) 633-9363.

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