PRESS RELEASE

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Holiday Shopping Without Spending Cash: Valley Professionals Use Barter to Purchase Gifts

Arizona Trade Exchange's Annual Holiday Fair Allows Hundreds to Shop in Unique Way

Mesa, Ariz. (October 29, 2009) – As one of the largest trade fairs of its kind in the country, Arizona Trade Exchange's annual event on Nov. 14 will draw hundreds of Valley business owners and their employees to purchase their holiday gifts this year, all without spending cash.

On Saturday, Nov. 14, Arizona Trade Exchange's members will be able to complete their holiday shopping completely on trade. Hosted at Mesa's Downtown Marriott, a 13,000-square-foot ballroom will be filled with more than $750,000 of merchandise, ranging from cars, bicycles, toys, jewelry, cameras and other popular holiday gift items, available for purchase only on trade the day of the event. Members each year line up hours before the doors open to be the first to grab the items they want. Oftentimes, members will gift trade dollars to their employees to spend at the fair, allowing them to complete their holiday shopping on trade as an alternative to cash bonuses.

"Many of our members use our Holiday Trade Fair to shop for the holidays in one day – all while keeping hard-earned cash in their pockets," said Rob Miller, president of Arizona Trade Exchange. "This is a highlight of the year for our members because they can purchase merchandise on trade, whereas the rest of the year, trade dollars are usually spent on services."

Considered by some to be a trade version of Black Friday—the popular shopping holiday where buyers often line up at stores hours before opening -- this private event evokes the same excitement among attendees. The Holiday Trade Fair is open to the 550 members of Arizona Trade Exchange, the Valley's leading business-to-business barter exchange, who have accumulated barter dollars by trading their services, which range from landscaping, pool maintenance and home and office improvements, to plastic surgery and dentistry.

In addition to the Holiday Trade Fair, Arizona Trade Exchange hosts a Member Appreciation Dinner on Friday, Nov. 13 that raises money for three charities – Andrea's Closet, Boys and Girls Club of the East Valley, and Assistance League of East Valley. High-end merchandise, like jewelry and artwork, will be auctioned off for members to purchase with trade dollars. For items auctioned at higher than retail value, the additional trade will be donated to the charities. In turn, those charities can spend those donated trade dollars on services needed to operate their charity. Last year's Member Appreciation Dinner raised $40,000 in trade dollars for nonprofits.

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 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.

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.

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