

For immediate release:

**Barter Network Ltd. acquires Trans-America Trade Exchange**

This past October, Barter Network Ltd. – once again – expanded their reach to the Canadian trading market. As the largest, most successful barter exchange in the country, BNL had recently completed negotiations with Trans-America Trade Exchange, to merge their member base in with BNL.

In growing Barter Network, TATE stood as the pre-eminent choice for its stability; synergy, locale and comparable trading ethics. As a pioneer in the barter industry, Trans-America's late founder Kamal Dhar had instituted excellent trading practices among his membership. BNL's study of this exchange had also determined a high value for their trade dollar, demonstrating a common understanding and support for the practice of barter among the membership, as well as within the exchange administration, itself.

Based in Montreal and Ottawa, BNL's new member roll greatly enhances trading opportunity along the Ontario/Quebec corridor. For members interested in reaching a fresh and varied market – Montreal and Ottawa members eagerly await their goods & services; where BNL traders who cater to travel and tourism may find a significant boost in opportunity. Of course, if marketable to the GTA, media members will benefit from former TATE businesses, so inclined, as well as current members wanting to extend their reach to those just welcomed aboard.

Interestingly, this expansion represents the merger of the old and the new: TATE was the first barter exchange in Canada – started almost 25 years ago, with some of the current 360 active members from their *original* ranks; while BNL is relatively new – just celebrating its fourth birthday, yet boasting in excess of 1,500 active members.

BNL has always demonstrated success in continuity and consistency in rigorously monitoring trade practices while respecting their membership and trade dollar. Through the acquisition of Trans-America Trade Exchange, Barter Network underlines that in keeping with those practices, a trade exchange may enjoy a long and healthy life, as TATE has easily demonstrated. Look for last month's Profit magazine spotlight on the barter industry and Barter Network Limited for better insight into what sets this (2004 Consumers' Choice award-winning) barter exchange apart from all others.

**About Trans-America Trade Exchange:**

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**About Barter Network Ltd.:**

BNL, having just celebrated its fourth birthday, is the largest and most successful trade exchange in Canada with 1,500 active members and over \$25M worth of barter transactions each year. With its head office at 181 Eglinton Ave. East #303, Toronto, Ontario M4P 1J4, BNL was featured in the September/2004 issue of Profit Magazine, Barter Network Ltd. was the recent recipient of the 2004 Consumers' Choice Award for Business Excellence.

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