

December 1, 2005

For immediate release:

BARTER NETWORK TRADES FOUR MERCEDES - FIRST TIME IN CANADA!

Unheard of in Canadian Barter Industry, Barter Network Ltd. passed \$8.5 million in trades for the month of November. Barter Network is pleased to announce this milestone more as a testament to what they've known all along: Canadians are *savvy* business people; they've adopted barter as an effective weapon to fight their cash crunch. This record in monthly trade is considered a rarity, even among exchanges in the U.S., with over ten times the Canadian market.

Record breaking continued *within* the month when 'single-day-trade-volume' passed \$1 Million on Friday, November 25th. A corporation, interested in generating barter asked how they could quickly attain their goals, BNL promptly met them at a local Mercedes dealership and the rest is history:

To *drive* this deal's benefits through to the entire membership, Barter Network appealed to their high-demand members: BNL offered a 100% trade deal for those willing to pay 2:1 ratios (considering the value of the vehicles and rarity of this type of deal). Speculating on the "ripple effect" throughout the rest of the exchange, these members were given the opportunity to choose any new, in-stock vehicle, but they had to satisfy the purchase with *immediate* sales to benefit the network.

*** and *satisfy* they did ***

Beyond anyone's expectation, four cars were snatched up in 2 days, immediately resulting in a one-day furniture sale of over \$250,000 in trade; over \$500,000 in full-colour print and at least one container *full* of the most luxurious marble available (even for *cash*). Each of the members committed to 100% barter sales, rewarding themselves with the cars they wanted, while rewarding the network with mega sales *everyone* wanted!

Just as successful trades ripple through the network, so should the success *itself*, be passed along. You may have heard us John Derringer's morning show (Q107), Thursday December 1st, when Barter Network started the ball rolling with a \$100K pledge to the C.C.A.A. (Canadian Centre for Abuse Awareness). If you're a member of BNL, you're *already* part of this success - so please - spread the wealth and join us in supporting this essential cause, contact Your BNL Broker to donate. Happy Holidays from Barter Network Ltd. - Your Trading Partner!

About Barter Network Ltd.:

BNL, having just celebrated its fifth birthday, is the largest and most successful trade exchange in Canada with 2,000 active members and over \$60M worth of barter transactions each year. The Barter Network head office is located 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 recipient of the 2004 and 2005 Consumers' Choice Awards for Business Excellence in a barter exchange, while its founder, Patti Falus, won Canadian Woman Entrepreneur of the Year for 2004. Proudly, BNL announces its 2005 Enterprise Membership with the Toronto Board of Trade - the first Barter Exchange to *achieve* this standing in the Board's 160-year history.

Please direct questions or comments to:

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