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Bartercard U.S. & International Trade Group Announce Strategic Merger

Burbank, CA. August 13, 2004 /CAT eNEWS/ -- International Trade Group ('ITG'), a network of 'trade-exchange' offices headquartered in Fort Gibson, Oklahoma, announced today that it has reached an agreement to "integrate and consolidate" its operations with Bartercard United States, Inc. ('BCUSI'), the North American licensee of the world's largest and most successful trade-exchange - Bartercard International.

Dr. Henry Petree, ITG's president, indicated his enthusiasm for the deal in the following statement: "Bartercard International is the largest trade exchange network in the world, encompassing nearly 60,000 members. This consolidation represents an outstanding opportunity to ITG's membership." BCUSI's chairman, Mark Savoy concurred: "Under the anticipated merger ITG members will have immediate access to the Bartercard U.S. website, national and international trading partners/members, and access to the Bartercard award-winning trading platform."

Mark Savoy, adds: "Bartercard U.S. is extremely pleased to announce its merger with International Trade Group. We believe the merger of the ITG and Bartercard U.S. will result in an unbeatable combination of services and opportunities for our members!"

"Barter or trade-based 'currency' is a powerful tool that represents a solution for companies with available inventory or services. By accepting payment in trade dollars instead of cash, a business maximizes its efficiency by increasing inventory turnover or billable hours. Conversely, using the trade dollars earned, a company can purchase goods or services it wants or needs while conserving its cash," states ITG's Petree.

BCUSI also announced that Henry Petree, has been appointed president of Bartercard Franchise Corporation.

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About Barter and Trade-Exchange: According to the International Reciprocal Trade Association, in the U.S. alone, over 470,000 companies actively participate in barter for a total of over \$12 billion in annual sales. Over 65% of the corporations listed in the New York Stock Exchange are presently using Barter to reduce surplus inventory and bolster sales and to ensure that production facilities run at near capacity.

About ITG: International Trade Group encompasses exchange offices and members in Tulsa, Oklahoma; Rogers, Arkansas; Fort Gibson, Oklahoma; Stillwater, Oklahoma; Dallas, Texas; Destin, Florida; and Honolulu, Hawaii.

Bartercard U.S. is the US Licensee for Bartercard International. Established 12 years ago, Bartercard International has licensees in 20 countries and over 70,000 businesses worldwide are already Bartercard members. The Bartercard system generated over \$1 Billion in trade last year, and reports volume increasing at 20% per year. Bartercard U.S. was launched in 2001 to bring Bartercard's system to the North American continent. The Bartercard U.S. business unit currently has over 4,000 businesses as members, and is projecting its domestic membership to grow by 30% in 2004 and 50% each in 2005 and 2006, with revenues of \$1.2M, \$3.8M, and \$7.6M respectively for those years.

Catalyst House, Inc., is a Las Vegas based international strategic-teaming consultant and Springboard Capital Corp. affiliate - services that Catalyst House arranges for its clients include broker-dealer and capital formation introductions, business opportunities, buyer and distributor relations, introduction of prospective strategic partners and affiliates, and debt, equity, and hybrid business finance. Since its inception in the late 20th century, Catalyst House associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable enterprise businesses.