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New Catalyst House Unit Announces Partnership With World's Largest B2B 'Trade Exchange!'

Las Vegas, Nv. and Santa Ana, Ca. – November 22, 2002 /CATNewswire/ -- Newly launched Catalyst House unit - AD|MAX Media Solutions, an agency introducing local California merchants to its “unified multi-stream” campaign - announced its strategic-partnership with Bartercard today.

AD|MAX Media Solutions managing advisor, Lynnea Bylund, announced today that the Company has secured an arrangement whereby its merchant marketing clients, as well as members of the Bartercard International worldwide trade-exchange, will be enormously and mutually benefited. “Catalyst House has also entered into a strategic representation agreement to assist the Bartercard organization, and its North American licensee, in areas of capital formation and strategic-investment,” adds Ms. Bylund.

Primarily benefiting Southern California merchants by increasing customer flow, the AD|MAX unified-media approach combines quality exposure elements of both a local and worldwide Internet portal presence, along with local cable and radio spots, residential direct mailings, and barter-exchange commerce and economics. Strategic partners and media providers to AD|MAX now include Cox Cable, JustOC.com, Yellowpages.com, RaveReview.biz, BartercardUSA, Superior Business Network, and Springboard Capital Corporation, the Santa Ana based investment and venture development firm with an exclusive portfolio of unique ‘first-mover’ advantaged client companies.

“Orange County, long-established for its innovative and vital small business sector, is a prime region to fully establish this all-in-one combined campaign, and to bring local businesses together with increased numbers of local consumers, and now with Bartercard as a strategic partner, the AD|MAX unit may proceed towards final establishment of its OC-based franchise-prototype, “ concedes Ms. Bylund.

Bartercard, a recent transplant in the USA, is an Australia-based B2B trade network, representing more than 50,000 participating member-businesses in 13 countries and a total trade-volume of over one billion dollars annually. Visit Bartercard at www.bartercardusa.info

AD|MAX is a unit of **Catalyst House, Inc.**, 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.

OC merchants and other small business operators are invited to contact AD|MAX for a full description of the multi-stream merchant marketing system by calling Lynnea Bylund at 888-625-3995 or by email to info@admax.tv

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