

## **Blue Book Collaborates with AgriWorld Exchange Arrangement Brings Buyers and Seller Easy Access to Online Rating System**

Menlo Park, CA USA – May 5, 2008

AgriWorld Exchange, the first live online agricultural marketplace, today announced that it has signed an agreement with Produce Reporter Company to allow Blue Book subscribers to view rating information from within the AgriWorld Exchange online platform. Under terms of the agreement, AgriWorld Exchange will become a Blue Book Registered Developer, allowing it to provide instant access to Blue Book rating data while engaged in online transactions. This will create a seamless experience for the many Blue Book subscribers around the world who now use AgriWorld Exchange to conduct online transactions.

The agreement will permit AgriWorld Exchange users who are also Blue Book members to obtain Blue Book rating content on potential buyers or sellers of fresh produce. The user will be able to click on a specific company and determine, through the Blue Book “X-rating,” the reported integrity and ability of the company. Information provided by the complete rating - such as whether the company produces high quality product, ships on time, is financially stable and so on – can help a potential trading partner make a safe and profitable decision. The rating information will be directly accessible through the AgriWorld Exchange platform, provided the user is also a Blue Book member.

“We are happy to provide Blue Book Members using AgriWorld’s exchange with easy, integrated access to current ratings--saving our mutual customers valuable time.” explains Jim Bartelson, Executive Vice President of Produce Reporter Co. “Our mission is to provide Blue Book content when, where, and how Members need it. So, the agreement with AgriWorld Exchange is a very good fit and provides a welcome complement to the suite of content, analytics, and tools now available via Blue Book Online Services,”

An AgriWorld Exchange subscriber who is buying fresh produce will be able to instantaneously access his Blue Book information on potential sellers without having to open another window, logon to the Blue Book system, do a company search, and then return to the AgriWorld Exchange platform. The system is even more powerful when the buyer is evaluating several potential sellers; in that case, he can compare the Blue Book ratings of all the potential sellers at the same time. This is due to the fact that AgriWorld Exchange will be able to show rating information on up to ten companies at a time.

Similarly, if a seller has one or more offers on his posted produce, he can identify the buyer and, if the seller is a Blue Book member, he can see the rating of the potential buyers.

“AgriWorld Exchange is very pleased to announce the tight integration of Blue Book ratings into our platform,” according to Dr. Arlin Torbett, Chairman and CEO of AgriWorld Exchange. “This strategic relationship will make it even easier for our subscribers who are also Blue Book members to access vital information when they need it most – during a transaction.”

## Blue Book Collaborates with AgriWorld Exchange

---

AgriWorld Exchange is the first online agricultural marketplace designed specifically to enable buyers and sellers worldwide to connect in an innovative open market for fresh produce. AgriWorld Exchange gives trading businesses a powerful and secure e-commerce platform to conduct agribusiness efficiently, driving greater profitability and expanded market reach for member businesses.

For sellers, AgriWorld Exchange's online trading system links trading businesses to an ever-expanding worldwide network of qualified buyers, providing the tools to negotiate the best available price and sales terms. Automated features simplify common transaction processes, improving sales productivity and reducing the cost of generating new business.

For buyers, AgriWorld Exchange is a real-time buying assistant, locating the products they need, when they need them. They can quickly search for the new products and convenient packages that their customers want, in a streamlined purchasing process that makes it easy to complete more transactions every day.

### **About the Produce Reporter Company**

Since 1901, Produce Reporter Company has been the leader in providing the domestic and international fresh produce and exempt transportation industries with timely, accurate and reliable credit and marketing information. Produce suppliers, buyers, brokers and transporters alike rely on Blue Book ratings, reports, and information to make safe, informed and profitable business decisions. Blue Book Service also includes a full range of dispute resolution services, including collections, mediations, and arbitrations.

### **About AgriWorld Exchange**

AgriWorld Exchange, founded in 2007 in Menlo Park, California, brings together buyers and sellers of fresh produce in a secure, open-market online trading community. AgriWorld Exchange speeds up the traditional flow of business by allowing growers-shippers, produce wholesalers, supermarket retailers and other agri-traders to meet new customers and conduct business 24 hours a day, seven days a week. The Company was founded by produce industry experts from the grower/shipper, broker, wholesaler and retailer markets, and boasts an impressive management team with strong e-commerce and high technology expertise. AgriWorld Exchange is committed to transforming the way agricultural products are traded worldwide. For more information on the company, visit the web site at <http://www.agriworldexchange.com>.

#### Media Contact for AgriWorld Exchange:

Tanya Candia  
AgriWorld Exchange  
(408) 741-5828 Direct  
(650) 543-3160 Office  
[tcandia@agriworldexchange.com](mailto:tcandia@agriworldexchange.com)

#### Media Contact for Blue Book Services

Whitney Spagnola  
Blue Book Services/Produce Reporter Co.  
(630) 668-3500 Office  
[wspagnola@bluebookprco.com](mailto:wspagnola@bluebookprco.com)

###