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## **CAADES Partners with AgriWorld Exchange Relationship Brings Increased Marketability to Produce Growers**

Menlo Park, CA USA and Culiacan, Sinaloa Mexico -- Oct. 12 2007

AgriWorld Exchange, the first live online agri-trading marketplace, today announced an important agreement with the Confederation of Agricultural Associations of the State of Sinaloa, Mexico (CAADES). Under terms of the agreement, CAADES will bring the benefits of the AgriWorld Exchange e-commerce platform to the ten associations representing more than 25,000 growers in Sinaloa. Producing more than five billion tons of food each year, this group is responsible for 30% of the State of Sinaloa's gross domestic product. This is the Company's first announcement of North American Free Trade Agreement (NAFTA) relationships, demonstrating the Company's reach throughout the Americas.

"AgriWorld Exchange brings us the ability to ship directly from Mexico to point-of-sale, with no costly intermediary," explains Ing. Jorge R. Ibarra Castaneda of CAADES. "This represents a big step forward for Mexican produce growers on the road to global marketing."

According to Ing. Manuel E. Tarriba Urtuzuastegui, President of CAADES, "We have been hoping to find a partner like AgriWorld Exchange for quite some time. While many of our producers have been trying to do business online, the market was a little immature." Now, with the launch of AgriWorld Exchange, "we see a mature approach to agritrading that benefits both sellers and buyers at the same time. Finally, the world is ready for agricultural e-trading, and AgriWorld Exchange is making it happen."

CAADES plans to start an international trading division within their organization, utilizing the AgriWorld Exchange platform as a value-added service they can provide to producers large and small. "We are delighted to be able to partner with AgriWorld Exchange, a company that really understands what it takes to create a global exchange," explained Ing. Urtuzuastegui.

Under terms of the agreement, CAADES will establish an AgriWorld Exchange training Center in Sinaloa for new users, to ensure they learn the best way to sell their products online. Additional terms will include incorporation of the AgriWorld Exchange platform within the CAADES department, to be offered as a value-added service. Both organizations will provide reciprocal links on their respective websites.

"We are certainly pleased and gratified that an organization as important as CAADES understands the benefits of our platform in the international agritrading marketplace," stated Dr. Arlin Torbett, Chairman and CEO of AgriWorld Exchange. "The State of Sinaloa represents a very important producer and consumer of produce, and is an early testament to the value we bring to trading partners around the world. We welcome CAADES as a strong partner as we build out our North American alliances."

## CAADES Partners with AgriWorld Exchange

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AgriWorld Exchange is the first online agri-trading marketplace designed specifically to enable buyers and sellers worldwide to connect online in an innovative open market for fresh produce. AgriWorld Exchange gives trading members 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 members 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 customers want, in a streamlined purchasing process that makes it easy to complete more transactions every day.

### **About CAADES**

CAADES, the Confederation of Agricultural Associations of the State of Sinaloa, was formed in 1932 to unite agricultural producers in the region and protect their interests while fostering economic development. The group's mission is to encourage growth and development of the sector, both by providing solid infrastructure and by acting as an agent of change, so that Sinaloa producers will continue to be seen as leaders in today's world market.

### **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>.

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