

## **Produce Industry Experts Launch AgriWorld Exchange**

### **First Live Online Agricultural Marketplace Expects Rapid Growth through Advanced Technology, Industry Alliances and Ecommerce**

Menlo Park, CA -- Oct. 12, 2007

AgriWorld Exchange, the first live online agri-trading marketplace, was formally launched today to enable buyers and sellers worldwide to securely connect and communicate 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.

Bolstered by an impressive client base and strong alliances with industry heavyweights such as the Red Book, CAADES, PMA, Pymexporta, cProduce.com, United Fresh, AEA, ExpoAgro Sinaloa and the United Agribusiness League, AgriWorld Exchange expects to see rapid growth during the coming months. Founded by experts in the growing, shipping, wholesaling and retailing of agricultural products, as well as e-commerce and technology gurus, the Company is building a participation-driven community that will connect buyers and sellers across the globe, creating unprecedented opportunities for e-commerce.

"In order for buyers and sellers to successfully capitalize on the growing worldwide market for quality produce, they need to be able to work smarter and faster," said Dr. Arlin Torbett, Chairman and CEO. "AgriWorld Exchange allows our customers to buy and sell locally, regionally and globally, while keeping transaction costs to a minimum. This is truly a revolution in agri-trading."

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.

"AgriWorld Exchange allows me to target customers around the world," according to Jarrod Domingos, vice president of sales and marketing for Sunsation Farms, a major supplier in California's Salinas Valley. "It puts buyers and sellers on a platform that allows transactions to take place effortlessly."

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.

"AgriWorld Exchange will have a tremendous impact on the way I do business," claims blueberry grower Gary Teixeira of Teixeira Ranch Inc.. "In the off-season, I now have access to source product from top quality growers from around the world to supply my customers on a year-round basis".

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All trading members benefit from low transaction costs of only 67 cents per trade. They can turn AgriWorld Exchange's simple trading platform and unique agribusiness services into a competitive advantage. With less time spent on chasing deal information, members have more time to work with existing customers and build new business relationships.

### **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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