
AgriWorld Exchange Partners with cProduce.com

Agreement Links Subscribers to On-site Inspection Service

Menlo Park, CA and Yuma, AZ -- Oct. 14, 2007

AgriWorld Exchange, the first live online agri-trading marketplace, today announced it has entered into an agreement with cProduce.com, the leading commodity inspection service for the Western United States. The agreement will make it extremely easy for buyers around the world to link to and take advantage of the unique cProduce.com on-site inspection capabilities. With a link directly from the AgriWorld Exchange website to the cProduce.com site, buyers will be able to request an inspection at the cooler in the field.

The agreement links the growing universe of buyers and sellers using AgriWorld Exchange for online transactions, with the forces in the field that can provide up-to-the-minute visual and manual inspection of the actual produce being bought and sold. This information is a welcome complement to the photos, descriptions and information already made available on the AgriWorld Exchange website and can provide more in-depth information directly from the field.

"We are very pleased to add this top-notch company to our growing roster of strategic relationships," said Dr. Arlin Torbett, Chairman and CEO of AgriWorld Exchange. "cProduce.com provides a much-needed service that may well become the standard for online produce transactions in the future."

cProduce.com has an unbroken track record of more than 28 years of produce inspection. With seven inspectors working in the fields, cProduce.com inspectors can watch the trucks as they are being loaded, take digital photos, and check the actual product for quality and shrinkage. Armed with precise, timely and accurate inspection results, buyers of mixed vegetables, strawberries, lettuce and leafy vegetables and organic produce are able to make informed business decisions.

According to Tim O'Grady, owner of cProduce.com, "The combination of cProduce.com and AgriWorld Exchange can only make for smarter business. Armed with online trading plus real-time inspection information, buyers can be sure of the best prices and the highest quality. And sellers can make sure that their top quality will be evident, ensuring premium prices."

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.

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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 cProduce.com

cProduce.com is the leading commodity inspection service for the Western United States. With nearly five decades of experience, cProduce.com is committed to providing the most timely, accurate and comprehensive commodity inspection services. The inspection reports on this website give cProduce.com's clients the information needed to make clear, concise, analytical decisions.

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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