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Springboard Capital / Bartercard U.S. Commence Strategic Real Estate Research

SANTA ANA, CA. August 10, 2004 /CATENEWS/ -- Catalyst House managing director, Lynnea Bylund, announced today that her agency has instigated a strategic research initiative between Bartercard U.S. and Springboard Capital Corporation that may provide for the purchase and development of select real estate properties using barter-based "trade-dollars."

"A growing availability of real estate listings can be purchased with trade dollars," states Ms. Bylund. At most recent count, Bartercard U.S. showed over 50 property listings valued in the aggregate at over \$40 million dollars. And, the worldwide listings of Bartercard International exceed even those numbers by a considerable multiple.

"Barter or trade is a powerful tool that represents a solution for companies with available inventory or services. By accepting payment in trade dollars instead of cash, a business maximizes their efficiency by increasing inventory turnover or billable hours. Using the trade dollars earned, that company can purchase goods or services they want – without paying cash," states Bartercard Franchise Corp. President, Henry Petree.

According to the International Reciprocal Trade Association, in the U.S. alone, over 470,000 companies actively participate in barter for a total of over \$12 billion in annual sales. Over 65% of the corporations listed in the New York Stock Exchange are presently using Barter to reduce surplus inventory and bolster sales and to ensure that production facilities run at near capacity.

According to Ron Dunham, Springboard Capital's president, "Using trade dollars to acquire investment real estate is a natural potential augmentation of Springboard's rapidly evolving business plan."

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Bartercard U.S. is the US Licensee for Bartercard International. Established 12 years ago, Bartercard International has licensees in 18 countries and over 70,000 businesses worldwide are Bartercard members. The Bartercard system generated over \$1 Billion in trade last year, and reports volume increasing at 20% per year. Bartercard U.S. was launched in 2001 to bring the Bartercard system to the North America. The Bartercard U.S. business unit currently has over 4,000 businesses as members, and is projecting its domestic membership to grow by 30% in 2004 and 50% each in 2005 and 2006, with revenues of \$1.2M, \$3.8M, and \$7.6M respectively for those years.

Springboard Capital Corporation is a Santa Ana based investment and venture development firm with an exclusive portfolio of unique ‘first-mover’ advantaged client companies. Springboard also provides financial planning, tax advantaged investments, and capital management and trading services for select accredited investors, and its real estate division has developed several notable high-caliber projects throughout the U.S.

Catalyst House, Inc., is 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.