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## PRESS RELEASE

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### Bartercard U.S. Receives Bridge Capital

**Las Vegas, NV. August 19, 2004 /CATeNEWS/** -- Catalyst House managing director, Lynnea Bylund, announced today that her agency has successfully instigated multiple bridge capital draw-downs for Bartercard U.S. throughout the preceding 18 months. "These capital infusions have proven vital to Bartercard U.S.'s survival," states Ms. Bylund.

"Since its inception in the late 20th century, CAT associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable enterprise businesses, and Bartercard U.S. fills an important position in CAT's client portfolio," adds Ms. Bylund.

This announcement comes on the heels of news last week that BartercardUSA and International Trade Group had agreed in principle to consolidate their respective exchange operations and move towards a finalized merger.

"Barter or trade-based 'currency' 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 its efficiency by increasing inventory turnover or billable hours. Conversely, using the trade dollars earned, a company can purchase goods or services it wants or needs without paying cash," states Bartercard U.S.'s Chairman Mark Savoy.

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.

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**Bartercard U.S.** is the US Licensee for Bartercard International. Established 11 years ago, Bartercard International has licensees in 14 countries and over 50,000 businesses worldwide are already Bartercard members. The Bartercard system generated \$1 Billion in trade last year, and reports volume increasing at 20% per year. Bartercard U.S. was launched in 2001 to bring Bartercard's system to the U.S. 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.

**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.