

## Tradia<sup>®</sup> Fact Sheet

- Tradia Commerce Network, Inc. (Tradia<sup>®</sup>) was founded in July of 1995 under the name Compass America, LTD, an Oregon S-Corporation.
- The name was changed in early 2004 and Tradia is a federally registered trademark & design.
- Tradia is a privately held corporation. We have no long-term debt and have funded all our own expansion since our inception in 1995. Due to no outside funding, Tradia has grown slowly over the years and is in a position for hyper growth by the later part of 2008.
- Our first website was launched in 1996 with many changes over the years. Our new database & website have been built with one intention and a single mission; to become the largest, greatest and most well known barter exchange system in the world.
- We believe Tradia will become a household name due to our technology, marketing position, training system, balanced economics and registered name. Our custom software design and format is unparalleled by our competitors; we own and control our database and have great advantages unavailable to others.
- Our website allows Tradia members to view and edit their account, book travel, list and bid on barter auctions & classifieds, search our directories, send emails, read current Tradia news, schedule sales & special events, view and print statements and much more to come.
- In 2004 Tradia began offering franchises to individuals that met our specific criteria. To date, we have 23 operating Tradia Franchises in 11 states. Our franchises receive regular hands-on training for all aspects of the Tradia Franchise System including weekly and monthly Teleconference Training, Webinars and Regional Seminars.
- Our corporate staff is fully trained to teach and coach each Tradia Franchise with daily calls and instruction as needed. This is a primary part of Tradia daily business.
- We anticipate extensive franchise expansion beginning in mid 2008 and continuing through 2010 for the USA, Canada & Mexico.
- Tradia was founded by Matthew Humphreys, a 28-year veteran to the barter industry. Matthew remains as President and CEO of Tradia Commerce Network, Inc. and Tradia Franchise Corporation. The franchise corporation was founded in 2004 and is also an Oregon S-Corporation.
- To date, Tradia has almost 5000 participating members offering their products and services for Tradia Dollars to other Tradia members on a dollar-for-dollar basis.
- Tradia operates on a balanced budget economic platform. Tradia Dollars are backed by the products, services and talents of Tradia members along with corporate assets and well managed forecasting of the Tradia Exchange.
- Tradia has all the momentum to take the lead in the barter industry by the latter part of 2009.

**Why Pay Cash When you Can TRADIA?<sup>®</sup>**