



## PRESS RELEASE

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### **Restaurant Marketing Alert: BizXchange Sponsors 2007 Golden Gate Restaurant Association Golf Tournament**

*San Francisco Bay Area barter exchange showcases the power of business barter as a restaurant business and marketing tool.*

**San Francisco, CA - June 11, 2007** - BizXchange, a retail barter exchange with offices in the San Francisco Bay Area and Seattle, Washington, sponsored this year's Golden Gate Restaurant Association (GGRA) golf tournament on Monday, June 11 at Hiddenbrooke Golf Club in Vallejo. BizXchange's sponsorship reflects its strong commitment to the San Francisco Bay Area restaurant and hospitality industry.

"Barter is a valuable tool that can help businesses gain new customers and offset operating costs," said Kevin Westlye, Executive Director of GGRA. "We are pleased that BizXchange, a GGRA Associate Member, has agreed to be the title sponsor of this year's tournament; they have delivered value to GGRA members by helping GGRA cover several event-related expenses through barter deals drawing from its extensive business membership roster."

BizXchange serves an effective restaurant marketing tool, helping restaurants improve cash flow, and enjoy higher sales, by facilitating business-to-business trading within its multi-industry member network. Restaurants earn barter credits that can be used to offset normal cash operating expenses. Barter income can be redeemed for such things as carpet cleaning, legal and accounting services, restaurant furniture, employee dental benefits, signage and menu printing.

BizXchange was recently named to the East Bay Business Times list of "50 Fastest Growing Companies," experiencing a 375% increase in revenues over a three year period and is actively expanding within the restaurant and hospitality industry. "Barter is a proven business and restaurant marketing tool for the Bay Area restaurant industry," says Chris Haddawy, Chief Operating Officer of BizXchange. "Our participation in the GGRA reflects our commitment to expanding our restaurant and hospitality clientele."

#### **About BizXchange:**

BizXchange (BizX) is a business-to-business trade exchange formed in January 2002, since then it has facilitated over \$120 million in barter transactions. With an original membership of 100 in 2002, BizX is now approximately 1,100 members trading over \$2.6 million in goods and services each month. Driven by their company's core values to "do the right thing, be creative and innovative, exceed expectations and have fun," the company strives to serve, improve and grow

its members' businesses and make a difference in its community. BizXchange places high value on recruiting and promoting staff from within the organization, and takes time to foster a culture of fun and interaction among employees. To learn more, visit <http://www.bizx.com/>

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