

Tradia ® Commerce Network Launches New Web site to Members Nationwide

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Press release from: [Tradia ® Commerce Network](#)



March 28, 2008 – Clackamas, OR – On March 19, 2008 Tradia ® Commerce Network (tradia.net), the world’s premiere barter exchange, launched its new website to Members, Franchise owners and Brokers nationwide. Within minutes of the launch, emails were sent out to all Tradia Members and over 175 people were logged in within the first hour.

The new Tradia website, Tradia ® Online, is the culmination of a two year effort made by the Tradia IT Department and is the foundation of the Tradia Commerce Network. It replaced the website that had been used by Tradia Members and Brokers for over six years. Matthew Humphreys, the Tradia founder and President with over 28 years experience in the retail barter industry said, “I have never seen software capable of performing at this level. I really thought I had seen it all but our IT Team working in tandem with current Microsoft® technology is writing break-through automation that will change the way barter is viewed, marketed and managed.”

The new Tradia Online website was designed as a “software plus services” platform, as it offers members the opportunity to manage their entire trade account online. They can list classifieds, auctions, update their business directory listings, post want ads, make travel requests, see their entire transaction history and update all their account information. They can read all the Tradia news, browse articles on barter and connect with other Members online. Never before have Tradia Members had such an opportunity to trade at their leisure and monitor their trade account.

The Tradia IT team is made up of Alan Paget and Jennifer Lucas. Jennifer, the IT Manager, whose previous employment includes Nature’s Sunshine and Best Buy, is Tradia’s internet programmer, network administrator and graphic designer. Alan, a former Microsoft employee, manages the Tradia SQL database and the Visual Basic programming necessary to integrate the database with the new website. They have both been with Tradia for over three years.

Tradia ® Commerce Network

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Tradia ® Commerce Network was founded in 1995 and was originally called Compass Card until its corporate name change

in 2004. It is the largest privately held barter exchange in the United States with Franchises and Local Trade Directors serving over 5000 cardholders nationwide.

[You can find this press release here](#)