

NEW MBE OFFICE OPENS IN MINNEAPOLIS/ ST. PAUL

Minn/ St. Paul. Long time Summerset, WI, resident and business owner, Joel Anez, is the latest savvy entrepreneur to invest in his own barter economy in the Minneapolis/ St. Paul area utilizing the proven Merchants Barter Exchange (MBE) system.

Barter has been around for thousands of years and is the foundation of all commerce. Almost all Fortune companies incorporate barter as a fundamental part of their business planning. MBE has allowed small and medium sized businesses to reap these same benefits since 2000. Now Anez is bringing the multiple benefits of MBE to the Minn/ St. Paul area.

Benefits of the MBE system include 100%-trade transactions at full retail value, better cash flow, increased revenue, and greater efficiency, to name but a few. Basically, eligible business owners now have the ability to trade their surplus time, inventory, or capacity for goods and services they would have had to pay cash for.

"I'm very excited to be bringing barter to the area at this time," says Anez. "With the state of the economy, the timing has never been better for businesses to benefit from this age-old concept." Anez has every right to be excited. Barter is booming right now and thousands of businesses are rediscovering the power of trade over conventional marketing with the MBE system.

"We're proud to welcome Joel into the MBE family," says Steve Bolles, founder and owner of Merchants Barter Exchange. "We have high selection criteria for our licensees and we have every confidence in Joel's abilities." A major element of the MBE success story and solid growth is their high code of ethics and commitment to customer satisfaction. They are one of the only national barter companies that actually enables their members to spend barter dollars first and pay later.

For more information about membership eligibility or employment opportunities, please contact Anthony Donnelly at (862) 324-2593.