



Content Syndicate® joins the Global Bartercard Network

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Content Syndicate, joins the Bartercard network - the World's largest barter exchange. With over 55,000 businesses in its exchange, Bartercard members can now transact and avail Content Syndicate's range of services cash-free.

PR9.NET August 01, 2007 - Dubai, United Arab Emirates - Content Syndicate has joined the Bartercard network, thereby giving it instant access to 55,000 businesses across 13 countries. Using the unique 'no cash required' proposition offered to Bartercard members Content Syndicate will use this to grow its customer base.

Commenting on the strategic decision to join the Bartercard network Maddy Reddy, CEO of Content Syndicate said, "Businesses have a tendency to spend a lot of money on infrastructure costs as well as day-to-day operational costs. This initiative is targeted at helping thousands of small and medium-sized businesses and start-ups globally, who need to get their business message across through quality content without any financial strain."

More than 55,000 businesses in 13 countries can now utilise Content Syndicate's range of business writing services, which include everything from newsletters, brochures, translation, reports, press releases, corporate identity kits, copywriting and range of other services in more than 200 languages instantly through Content Syndicate's secure web-portal.

Bartercard is a unique service network that is funded not by cash but by goods and services exchanged or bartered with other Bartercard members. Unlike traditional credit, debit cards or cheques, a Bartercard transaction requires member business to exchange goods and services with other member businesses for Trade Dollars. These Trade Dollars are credited to the member's Bartercard account when the goods or services are exchanged. Members can use their Bartercard Trade Dollars to purchase goods and services from any other Bartercard member.

According to Dun & Bradstreet there are 83 million businesses in over 200 countries – a majority of them are SMBs with limited budget and resources for advertising, marketing, PR or website content but need to stand out in the market place.

Commenting on the unique initiative, Fadi Dabbagh, Managing Director, Bartercard UAE: "Globally and locally our members save valuable cash-flow and boost their profitability by taking advantage of the Bartercard network. We welcome Content Syndicate onboard to provide their content services, which are needed by every business to get their message across effectively."

Bartercard members in Australia, UK, UAE, Qatar, Jordan, Kuwait, Egypt, Thailand, India, Cyprus, Sri Lanka, South Africa and New Zealand can now instantly commission, customise all their business writing and content needs.

"In essence we can help Bartercard members, create a powerful identity; promote their product and services effectively by taking an integrated approach online and offline through our content services," added Reddy.

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About Bartercard

Bartercard is committed to helping Small to Medium Sized businesses (SMBs) grow and achieve financial success by facilitating a trade exchange network that offers dynamic and effective ways of conducting business. Although the concept of barter is thousands of years old, bartering through Bartercard is the most innovative way of combining modern technology, a community of businesses, and indirect and direct marketing channels to improve customer base, sales, profit and cash flow.

Since its inception in Australia, over the past 17 years Bartercard grown to become the largest and fastest growing barter network and revolutionized day-to-day business. Bartercard currently trades over \$1.3 billion in cashless transactions per annum, and operates in 13 countries and six languages and plans to open operations in four more countries in the next 12 months.

About Content Syndicate

Content Syndicate is a leading resource for customised and exclusive content: whether it is news, feature articles, translation, brochures, journals, press releases, white papers, websites, or marketing campaigns across platforms, media and languages.

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