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BizXchange Announces Partnership with Localloop

Together, Companies Will Showcase Community of Highly Consumer-Rated Local Businesses

Bellevue, WA, (Feb XX, 2012) – [BizXchange](#), a leader in the business-to-business barter and private currency market, has formed a partnership with [Localloop](#), an online search directory that helps consumers find local businesses with high customer satisfaction ratings. All businesses certified by Localloop must have an average favorable rating of at least 80 percent from a minimum of 20 customers.

The partnership between Localloop and BizX provides significant benefits to both companies. Localloop will offer BizX members the ability to pay for Localloop certification services using BizX dollars, and BizX will integrate Localloop rankings into the business listings on its own website. BizX is Localloop Certified with a Customer Satisfaction Rating of 94 percent from 25 verified customer reviews.

“The BizXchange culture is built around customer dialogue and the power of strong relationships, so this is a natural fit,” said Bob Bagga, President and CEO of BizX.

“Being able to quickly determine the reputation of a business within a certain community is extremely helpful to our members. Working with Localloop will enable all BizX members to quickly zero in on the most reputable potential partners.”

BizXchange has more than 2,000 members worldwide and has conducted more than \$400 million in cashless transactions via the BizX dollar since its inception in 2002.

“I’ve been a fan of BizXchange for years—they enable businesses to save cash, utilize excess capacity and gain new customers,” said Jason Gaylord, CEO of Localloop. “By

helping our listed businesses activate their excess capacity and preserve cash via BizX, we're directly helping them boost their level of success. Leveraging barter requires a degree of credibility that Localloop is excited to quantify for members of the BizX network."

About BizXchange

BizXchange is a business-to-business barter consulting firm offering companies financial solutions to help improve and grow business. Clients buy and sell products and services with other exchange members using BizX dollars, which are equivalent to U.S. dollars. BizXchange has offices in Seattle, San Francisco and Dubai. www.bizx.com.

About Localloop

Localloop's mission is to help consumers easily connect with reliable, responsible small businesses that have been vetted by a 3rd-party certification process. This mission is fulfilled through an innovative, web-based rating tool that deems qualifying businesses 'Localloop Certified.' Localloop Certified provides consumers assurance and peace of mind that businesses will perform ethically, reliably and in an accountable fashion, making purchase decisions easy, convenient and hassle-free. www.localloop.com.

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