

PRESS RELEASE

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CONTACT: Steve Dubin, PR Works, sdubin@prworkzone.com, (781) 582-1061

Barter pioneer leaves Malden-based New England Trade after helping to shape the industry for three decades. Award-winning, Stoneham resident Linda Zibell makes final swap.

DATELINE: MALDEN, MASS...

Leaving a legacy of national trade awards and countless industry protégés, Linda Zibell is leaving New England Trade, based in Malden, Mass., after working three decades to help shape the profession.

A life-long Stoneham, Mass. resident, Zibell received much recognition from the National Association of Trade Executives including Broker of the Year. She led annual workshops to educate new barter brokers about client relations and travel exchange.

In the mid-90's, Oprah Winfrey celebrated Zibell's creativity with an entire show focused on a wedding that Linda coordinated completely on barter – including the venue, catering, flowers, music, tuxedo rentals, honeymoon, etc.

"Linda is among the handful of people who helped elevate the concept of barter to a modern, legitimate tool to help businesses thrive. We thank her for her nearly 30 years of service and will miss her daily zest," noted Gary Oshry, President of New England Trade.

Ken Meharg, CEO of New England Trade added, "Linda helped grow the industry by patiently educating everyone involved from the barter member to the vendors to the new recruits to the profession. Her contributions are significant and are timeless."

Zibell commented, "It has been a great ride and a pleasure to help build an industry that helps so many people. I looked forward to each day of uncharted adventure."

TRADING UP IN NEW ENGLAND

New England Trade, based in Malden and Hyannis, Mass. and the region's oldest, largest barter/trade organization, recently achieved the 2,000 card holder mark.

Since, 1980, New England Trade has helped thousands of businesses gain a competitive edge by expanding their revenue and reach with barter. Barter is a creative way to increase sales and decrease cash expenses. Restaurants, auto services, travel, retail stores, and professional business services such as accounting, legal and advertising/marketing are a sampling of the numerous clients who do business with New England Trade and each other.

Worldwide, more than \$600-billion is traded annually by small firms and giant companies alike. Nearly one-third of all U.S. businesses are involved in some kind of barter and more than 65percent of the corporations listed on the New York Stock Exchange use barter to reduce surplus inventory and bolster sales.

New England Trade maintains offices at 926 Eastern Avenue in Malden, Mass. and 100 W. Main Street, Hyannis, Mass. In three decades, it has become the largest barter organization in New England. The company is a founding member of the National Association of Trade Exchanges; New England Trade manages more than \$10,000,000 million in barter transactions annually and has a staff of 10 people. New England Trade is operated by experienced, Certified Trade Brokers who know how to make barter work for business. The company is a long-standing member of the Malden Chamber of Commerce.

For additional information about the New England Trade, visit www.NewEnglandTrade.com or call (781) 388-9200.