

AgriWorld Exchange Announces Release 1.5 Online Exchange Platform Now Available in Spanish

Menlo Park, CA USA -- Jan. 15, 2008

AgriWorld Exchange, the first live online agri-trading marketplace, today announced the availability of Release 1.5, a significant milestone in the Company's history. This release, boasting full support for the Spanish language, also adds to the statistical and reporting capabilities of the lauded online exchange. Already in use by a number of buyers and sellers in the United States, a number of growers and produce marketers in Latin America have been eagerly awaiting the release of the Spanish version. Many growers in Mexico have already been trained in the use of this powerful and secure e-commerce platform and are anxious to use it to conduct agribusiness efficiently, drive greater profitability and expand their market reach.

"We are very happy to see the website and the online exchange in Spanish," said Francisco Campaña of Campaña Agricultores. "The ability to conduct business in our native language brings AgriWorld Exchange within reach of hundreds of thousands of participants throughout Latin America."

Strong alliances with Latin American organizations including Pymexporta, Megaportal Sinaloa, CAADES, ExpoAgro Sinaloa and many others have led to the rapid release of this version of the product. Hands-on demonstrations of the new release will be showcased during the upcoming ExpoAgro Sinaloa to be held February 7-10 2008 in Culiacan-Sinaloa Mexico.

"This is a participation-driven community connecting buyers and sellers across the globe, so it is very important to us to come out with the Spanish-language exchange early on," explained Dr. Arlin Torbett, Chairman and CEO. "With our strong relationships in Mexico, Central and South America, we are helping buyers and sellers throughout the Americas to successfully participate in the growing worldwide market for fresh produce, and make it easy for them to buy and sell around the world. This is just the first of many different language versions that will be released in the future to support our global clientele."

AgriWorld Exchange is the first online agri-trading marketplace designed specifically to enable buyers and sellers worldwide to connect online in an innovative open market for fresh produce. AgriWorld Exchange gives trading members a powerful and secure e-commerce platform to conduct agribusiness efficiently, driving greater profitability and expanded market reach for member businesses.

AgriWorld Exchange Announces Release 1.5

For sellers, AgriWorld Exchange's online trading system links trading members to an ever-expanding worldwide network of qualified buyers, providing the tools to negotiate the best available price and sales terms. Automated features simplify common transaction processes, improving sales productivity and reducing the cost of generating new business.

For buyers, AgriWorld Exchange is a real-time buying assistant, locating the products they need, when they need them. They can quickly search for the new products and convenient packages that customers want, in a streamlined purchasing process that makes it easy to complete more transactions every day.

About AgriWorld Exchange

AgriWorld Exchange, founded in 2007 in Menlo Park, California, brings together buyers and sellers of fresh produce in a secure, open-market online trading community. AgriWorld Exchange speeds up the traditional flow of business by allowing growers-shippers, produce wholesalers, supermarket retailers and other agri-traders to meet new customers and conduct business 24 hours a day, seven days a week. The Company was founded by produce industry experts from the grower/shipper, broker, wholesaler and retailer markets, and boasts an impressive management team with strong e-commerce and high technology expertise. AgriWorld Exchange is committed to transforming the way agricultural products are traded worldwide. For more information on the company, visit the web site at <http://www.agriworldexchange.com>.

Media Contact:

Tanya Candia

AgriWorld Exchange

(408) 741-5828 Direct

(650) 543-3160 Office

tcandia@agriworldexchange.com

###