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**ON-LINE COMPANY TRADE IN WATCHES™ BREAKING NEW GROUND
IN GROWING CERTIFIED PRE-OWNED LUXURY WATCH MARKET**

*On-line Marketers Create Lucrative New Options for Watch Retailers With Trade-in Program
And Offer Unique On-line Buying Opportunities For Consumers*

Alhambra, CA --- July 18, 2007 –Exploiting a niche in the \$450M annual pre-owned wristwatch market, Alhambra, California on-line entrepreneur Bill Barker is busy creating a nation-wide trade-in program for luxury watch retailers through his unique on-line service, TradeInWatches (TIW). At the same time, TIW is inviting consumers to enter the luxury watch market at considerable savings by offering them a sizable collection of certified pre-owned watches from its trade-in program in an on-line auction environment.

Unlike anything before it, TIW's program allows select luxury watch retailers to accept consumer trade-ins. This creates an opportunity for a consumer to instantly "trade up" for a new watch by either trading in their pre-owned watch to their local retailer or to the TIW website.

"We've built a better mouse trap. Our retailers love the TIW program because they no longer have to turn business away," says TIW president, Bill Barker. "Now when a customer walks through the door with an attractive luxury watch they can get immediate credit for it through our program."

“We are doing business in a manner different to this industry, but in line with other efficient marketplaces,” notes Barker. “Watch brokers do not offer a trade-in program. We do. We offer wider variety of product and immediate payment for pre-owned watches – as opposed to the more common consignment model. How? We have better data and a more efficient operation than our competitors.”

While more than 150 luxury retailers from 36 states are already taking advantage of the TIW trade-in program, consumers looking to jump into the luxury watch market are doing so at a lower than retail price point by purchasing a certified and guaranteed pre-owned luxury watch through TIW on the eBay website.

“We are taking in beautiful pre-owned Rolex, Cartier, TAG Heuer, Omega and Baume & Mercier watches from retailers, from people calling us and from those who directly visit our website,” says TIW director of customer service and dealer relations Jon Pariseau. “We allow customers buy a watch from our collection via eBay. No one else is doing this in the same manner and it’s very exciting to be a pioneer in this market,” he adds.

Retailers participating in the TIW program enter with the knowledge that they are not required to spend time or resources developing and running their own trade-in program. They find that there are no start-up fees or maintenance costs associated with handling trade-ins, and no inventory risk. This allows for higher revenues and a greater margin for the retailer.

Barker points out, “I started TIW when I realized that people wanting to use their current high-end watch as tender were being underserved. And so were retailers, who were generally ill equipped to process pre-owned pricing and inventory. We make it easy for the consumer to unlock the value of a luxury watch and easy for the retailer to maintain lasting relationships with their customer base.” Barker adds, “what’s at stake here is a sizable piece of a pre-owned watch industry that currently generates more than \$450M annually and could grow significantly with the efficiencies TIW brings to the market.”