PRESS RELEASE - LAUNCH OF REDTIENDA

FOR IMMEDIATE RELEASE

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Finally an Internet based eCommerce software for Latin American businesses

QUITO, Ecuador (September 5, 2000) - Comercio Digital S.A., one of the most promising emerging eCommerce companies in Latin America, today introduced redtienda (www.redtienda.com), the hottest eCommerce software for businesses in Spanish-speaking Latin America.

"Finally, there is a product on the market that will allow everyone, even my grandmother, to easily and cheaply set up and run an eCommerce site", said Erik G. Olsson, President of Comercio Digital S.A.

redtienda allows merchants to create and manage their own Internet store. The software combines a comprehensive package of easy-to-use tools, an affordable price, and everything is in Spanish and/or English.

The software will be of tremendous value to entrepreneurs, business professionals and businesses of all sizes. redtienda can be used to conduct either business-to-consumer or business-to-business eCommerce in a local, national, or international environment.

Latin America, with more than 15 million Internet users, is ranked the fastest growing Internet market in the world. Growth projections estimate more than 65 million users by 2005. eCommerce is entering the market at the speed of light. Cultural differences, fear of fraud, mistrust of mail order companies and delivery problems have been big barriers for eCommerce in Latin America, but are now becoming less important. Latin American businesses and consumers are following the global Internet and eCommerce trends. Latin American online consumer purchases will explode from less than $200 million last year to $8.3 billion by 2005.

"We created redtienda to give the many small and medium sized companies in Latin America the opportunity to join the Internet gold rush in today's competitive business world. We know that there are many hungry Latin American businesses with much to offer, and they can create a great future using the Internet", said Mr. Olsson.

Comercio Digital S.A. is an Ecuadorian based eCommerce company whose mission is to provide high quality software products that are comprehensive and useful to emerging businesses. The company consists of an experienced team of professionals from telecom and Internet businesses around the world. More information about Comercio Digital S.A. and redtienda can be obtained by visiting the Web site www.redtienda.com.

Note Editors: Downloadable high-resolution photos available on www.redtienda.com/english/pr01.htm

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