



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.

Unlike a virtual shopping mall, merchants use redtienda software to create and manage their own Internet store. A totally customized eCommerce Web site with its proper domain. redtienda combines a comprehensive package of easy-to-use tools, an affordable price, and everything is in Spanish. Merchants who prefer using English can do so. redtienda has been designed for anybody to use - from users with little or no Internet knowledge to more advanced users.

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.

Through the Internet based technology, merchants securely enter their redtienda account with an ordinary Web browser. It allows merchants to work in real-time and from any computer with Internet access in the world - no software to download and install. The merchant experiences how easy it is to configure the store, create complete category and product lines through the various templates and examples provided. The foremost advantage of redtienda is that updating and maintenance of the store - such as adding/editing products, doing promotions, checking Web statistics, and handling orders - are done in-house. There is no need to contract expensive programmers and designers. The software provides guidelines and extensive help for almost any eCommerce matter encountered when running an Internet business.

"This is a truly unique product far superior to any other alternative available in this market", said Francisco Almeida, Chairman of Comercio Digital S.A.

redtienda is temporarily available at a discounted price of only \$497 (US Dollars), instead of the normal \$697. The monthly fee is \$77. There is no limit to the amount of products that can be published. One problem for many Latin American businesses has been that similar eCommerce alternatives require much higher investment. In many cases over \$100,000 just to get started, plus high monthly fees. Additionally, most eCommerce software is designed for US businesses and only provided in English.

redtienda is sold via the redtienda Web site (www.redtienda.com) and merchants can test a fully functioning online demonstration to understand how the software works. "The Web site, with its extensive information on eCommerce and redtienda, is redtienda's fundamental platform. We want to educate and help people to understand eCommerce better", said Mr. Olsson. "The site allows us to frequently update our customers and visitors with the latest and most essential information for more successful online ventures".

One of the most critical elements for online sales is to have a merchant account for accepting credit cards online. Through strategic partners, redtienda users almost anywhere in Latin America and worldwide can acquire a merchant account, without opening a US corporation or bank account. "It has been difficult, and when possible, also very expensive for non-US companies to accept credit cards online. We are glad we can now help them. redtienda is their one-stop-shop for eCommerce", said Mr. Olsson.

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. can be obtained by visiting the company's Web site at www.redtienda.com.

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

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