



PRESS RELEASE - LAUNCH OF 'OPERATION: ARGENTINA'

FOR IMMEDIATE RELEASE

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An innovative initiative; Young Swedish entrepreneur seeks to help alleviate Argentina's crisis by using today's technology.

GUAYAQUIL, Ecuador (February 27, 2002) -- Erik G. Olsson, founding CEO of Latin America's leading eCommerce software redtienda (www.redtienda.com), today introduced 'Operation: Argentina' (www.redtienda.com/english/argentina), a special aid program to help Argentinean companies to use the Internet and eCommerce to improve their business.

"Only by making it easy for Argentinean companies to do business again are we able to see more progress with Argentina getting out of its crisis. In other words, the true results of the country's recovery process will be made by its people, and not solely by politicians. We can not wait any longer for miracles to happen. All of us have to face the situation and make many small changes that will improve our own lives in many small ways, starting today! It's our responsibility, and it will bring back the longed-for well-being of Argentina", stated Mr. Olsson.

Using the Internet to do business has proven to be the most cost-effective way today for many companies to increase their sales and profits. This is especially true for companies that wish to export their products.

"We have a solution that can help thousands of Argentinean companies to start growing again by using the Internet to sell their products. 'Operation: Argentina' is simply our way to educate Argentines about these possibilities and put this ready-to-use solution in their hands through a series of incentives", said Mr. Olsson.

The solution, redtienda, will be of tremendous value to entrepreneurs, business professionals and businesses of all sizes. It allows them to create and manage their own Internet store. Over 40'000 Argentinean companies and individuals have been invited to participate. 'Operation: Argentina' further offers the increasing number of unemployed Argentines an opportunity to earn money, by helping their friends to start using the Internet and redtienda to improve their business.

"We are aware that not all Argentinean companies will benefit from doing business online, and I personally don't think 'Operation: Argentina' will solve the entire crisis, but hopefully it will give a little push. Argentina is an emerging market with a lot of potential, and I would be more than satisfied if this could be seen as an example of what can be done. An effort that will inspire others in even more creative ways", expressed Mr. Olsson.

Argentina has been suffering a profound social and economic crisis for more than 43 months, that sent unemployment close to 20 percent and left the country straining under the weight of its \$132 billion debt. With more than 15 million people in poverty, the crisis has involved both financial chaos and violent street protests. This led to the collapse of the government of Fernando de la Rúa in December last year.

redtienda corp. 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 the company and redtienda can be obtained by visiting the Web site www.redtienda.com.

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Additional Information for Editors:

Original email invitation: www.redtienda.com/english/argentina/email.htm
Introduction to 'Operation: Argentina' and its benefits: www.redtienda.com/english/argentina
Downloadable high-resolution photos: www.redtienda.com/english/pictures.htm
This press release in PDF format: www.redtienda.com/english/pr04.htm