



- PRESS RELEASE -

ClickandBuy and software market leader Redtienda form alliance to expand in Spanish-speaking markets

Zug, Switzerland and Orebro, Sweden (October 11, 2007) – ClickandBuy, one of the leading Internet payment system in Germany and Europe, (www.clickandbuy.com), and Redtienda, the leading eCommerce software in Spanish-speaking markets, (www.redtienda.com), have signed contract to expand operations in Latin America and other world-wide Hispanic markets, like Mexico, USA and of course Spain.

The ClickandBuy payment solution has been integrated into the Redtienda shopping cart software. Merchants using Redtienda can now accept credit cards and other online payments through ClickandBuy.

“Redtienda is an establish key-player in the Hispanic eCommerce markets, with a software that complements our services perfectly. They have received a large user-base in a short period of time, and we see no indications of a decline in their growth. With a market that is enormous and a demand that is increasing very rapidly, Redtienda is a natural partner for us expanding in the region,” said Norbert Stangl, CEO of ClickandBuy.

ClickandBuy and Redtienda will jointly participate in marketing and network opportunities throughout the region to help Hispanic entrepreneurs, manufacturers, retailers, distributors, exporters/importers, and businesses of all sizes to do business on the Internet more easily. Terms of the partnership were not disclosed.

“The alliance is of great importance to us, ClickandBuy is a strong partner with terrific solutions and partners. Our users will benefit much since they now for the first time ever can accept online payments in their local currencies, such as Mexican and Colombian Pesos. We now have a super solution in a complete package,” expressed Erik G. Olsson, CEO of Redtienda.

The Latin American eCommerce market ranks fourth in the world on turnover – after the USA, Europe and Pacific rim countries. Latin America has seen some of the world's fastest growth in online business, which will continue. Internet usage is also growing rapidly, Spanish-language content sites are proliferating and eCommerce revenues are strong. Additionally, Hispanics are now the largest minority group in the USA.

The Press release for spanish-speaking merchants:

http://www.clickandbuy.com/extra/download/press/pr_redtienda_es.html

About ClickandBuy

ClickandBuy is one of the leading E-Payment systems in Germany and Europe. In Switzerland ClickandBuy is operated by licensing partner SWISSCOM and in other European markets by ClickandBuy (Europe) Ltd. ClickandBuy will shortly also be available via TELMEX in Latin America, a market with over 100 million clients. Today over 7,000 merchants already use ClickandBuy for payments settlement, including Apple iTunes, AOL, Skype, T-Online, Meetic, Electronic Arts, Codemasters, Playboy, Yamaha, Nero, SanDisk - and more than 8,600,000 customers pay with ClickandBuy. ClickandBuy has repeatedly received excellent scores and been placed amongst the leading competitors in terms of safety, data protection and ease of use.

In January 2007 Intel invested in ClickandBuy. At the same time ClickandBuy announced a global strategic partnership with Intel. In August 2006 Deutsche Telekom acquired a ten per cent stake in ClickandBuy. Deutsche Telekom and ClickandBuy intend to expand their existing cooperation in strategic terms, with ClickandBuy assuming responsibility for the global settlement of Deutsche Telekom's comprehensive range of products and services. In January 2006, 3i also invested EUR 20 million to support ClickandBuy in its strategy of international expansion. More information about ClickandBuy for merchants:

http://www.clickandbuy.com/extra/premium_info_center/US-en/index.html

About Redtienda

Redtienda corp. is a Swedish-based eCommerce company established in 2000 whose mission is to provide high-quality software products in Spanish and English that are comprehensive and useful to emerging Hispanic businesses primarily in the Americas and Europe. Today, over 3,100 companies in 54 countries use Redtienda to operate their own online stores, and their products can further be included on the Hispanic shopping portal redcompras.com. More information about the company and Redtienda can be obtained by visiting the Web site www.redtienda.com.



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Downloads: http://www.clickandbuy.com/extra/download/press/pr_redtienda_en.html

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