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## Partnership Between Shopall and Redtienda.

**Shopall and Redtienda start a strategic collaboration with the purpose to strengthen their respective presence in Spain and Latin America.**

The agreement resides in a technical and commercial collaboration in order to give the opportunity to the more than 6 500 stores using the Redtienda Ecommerce solution, publishing their products in Shopall and its advertising network all around the world.

According to the Latin America Ecommerce study published by VISA, this market will represent in 2008 about 16 000 million of dollars. In 2007 the Latin American Ecommerce grew by 40% and everything indicates that this tendency will be confirmed in 2008.

Shopall [www.shopall.com](http://www.shopall.com) has today an advertising network of more than 2 500 affiliates Web sites and manage for example important shopping sections such as Terra Spain Shopping, and Lycos Spain Shopping. With 4 million unique users, it is the most important prices comparer and product search solution in Spain and Portugal. Since the half of 2007 the Spanish company operates in Latin America using the same business model.

"With this agreement we take an important step towards a market whose weight will be more important in the Hispanic Internet sector.", indicate Alexandre Sanmartin, the marketing director of Shopall. This agreement fulfills the objectives of Shopall to extend its leadership in the Hispanic and Luso markets across of the Atlantic.

Redtienda [www.redtienda.com](http://www.redtienda.com) is a Swedish Free Ecommerce solution that allows to open an online store with a few clicks. There are currently over 6 500 stores all around the world that use Redtienda, and more than half of these are located in Latin America which confirms its importance in this market.

"We are very happy to initiate this alliance. Redtienda and Shopall are two complementary solutions who benefit and help both the retailers and the consumers. It's a win-win.", comments Erik G. Olsson, CEO of Redtienda Corp.

Redtienda Corp helps small and medium-sized businesses to grow their companies by selling their products on the Internet through their own online stores. Redtienda is the online tool they use to create and manage these stores.

### **Press Contact**

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