



PRESS RELEASE – LAUNCH OF EL BLOG DE REDTIENDA

FOR IMMEDIATE RELEASE

Press Contact:
redtienda corp.
Erik G. Olsson
Phone: +46-768-516882, +46-19-244309
Email: eolsson@redtienda.com

Death of a Newsletter, Birth of a Blog

Orebro, Sweden (October 5, 2010) – redtienda corp., the company behind the popular Hispanic eCommerce software redtienda, today introduced El blog de redtienda (www.redtienda.com/blog), the continuation of the popular redtienda eCommerce newsletter.

“Our monthly newsletter was one of the first newsletters in Spanish-speaking Latin America when it was released almost 10 years ago. It became probably one of the largest in its area, with over 74,000 subscribers, and it has helped thousands of entrepreneurs to improve their businesses. In the ages of blogging and social media, we decided to lift it to another level and turn it into a blog so that our community can get more information, participate, discuss, and share more easily with others,” said Erik G. Olsson, CEO of redtienda corp.

The blog will continue to publish helpful articles, videos, and success stories for Hispanic entrepreneurs that are doing business online. It will be easy to share information and discuss with other entrepreneurs in a similar situation. The blog is fully integrated with Facebook and Twitter.

“We hope that this will be a invaluable resource and platform for Hispanic business, especially since they can communicate in their language, Spanish,” stated Mr. Olsson.

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.

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 4,500 companies in 65 countries use redtienda to operate their own online stores. More information about the company and redtienda can be obtained by visiting the Web site www.redtienda.com.

Note to Editors: Download high-resolution images on www.redtienda.com/english/images.htm

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