



PRESS RELEASE – LAUNCH OF NEW EBOOK

FOR IMMEDIATE RELEASE

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A Unique Collection of Hispanic eCommerce Success Stories

Quito, Ecuador (March 9, 2011) – redtienda corp., the company behind the popular Hispanic eCommerce software redtienda (www.redtienda.com), today introduced the eBook “37 Tiendas En Línea Exitosas Compartiendo Sus Secretos” (37 Successful Online Stores Sharing Their Secrets), a collection of real-life Hispanic eCommerce cases studies.

“This is the first time I know of that Latin American eCommerce entrepreneurs in this way are sharing their stories how they got started, their best marketing and business strategies, and even tips to others on how to do business and sell their products on the Internet,” said Erik G. Olsson, CEO of redtienda corp.

The eBook is based on several leading questions that were sent out to 37 merchants from different industries who are using redtienda to manage their own online stores. It is available in PDF for free download to all new and current redtienda store users, as a complement to the already free redtienda.

“Our ambition is that this collection will help thousands of others who are just starting out now or already online with their business. Everybody wants to see how others are doing it and learn from other people’s experiences. It’s truly inspiring and a rich source for ideas,” 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 60 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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