



PRESS RELEASE - LAUNCH OF THE REDTIENDA ASSOCIATE PROGRAM

FOR IMMEDIATE RELEASE

Press Contact:
Comercio Digital S.A.
Erik G. Olsson
Phone: (593-2) 548-970
Fax: (593-2) 549-800
Email: eolsson@redtienda.com

redtienda continues to expand throughout Latin America with help of associates

QUITO, Ecuador (December 7, 2000) - Comercio Digital S.A., one of the most promising emerging eCommerce companies in Latin America, today introduced the long-awaited associate program for redtienda (www.redtienda.com), their #1 eCommerce software for businesses in Spanish-speaking Latin America.

"Over the past few months, we've had so many people asking us if and when we were going to release it. We have been working really hard to get it ready, and finally businesses, as well as individuals, can offer redtienda through their own channels and at the same time earn healthy commissions", said Erik G. Olsson, President of Comercio Digital S.A.

The redtienda associate program is supported by a complex tracking software that provides each associate with a personalized/special link to the redtienda Web site. Associates earn 120 USD (25% of the redtienda price) for each redtienda sold through their special link. Sub-associates can also be signed up, and associates earn effortlessly 30 USD for each referral that their sub-associates make. Associates can in real-time view their status on earned commissions and progress through an online administration site. There is no cost or obligation to become a redtienda associate. Earned commissions are paid monthly. More information can be found on www.redtienda.com/english/associates.

The redtienda associate program will be of tremendous value to Web sites owners, portals, Internet Service Providers, Web designers, ordinary businesses, and individuals who "just" want to earn an extra income.

"We are really excited about our associate program, as it will benefit all parties involved. For our own, we believe it will become one of our most essential tools for marketing redtienda", said Mr. Olsson.

Comercio Digital S.A. is currently negotiating partnership with several important Internet companies in Latin America to offer redtienda users a wider variety of complementing services.

redtienda has been warmly received by the market and the press since the release in early September this year, and many stores are in production. The software allows merchants to create and manage their own Internet store.

Comercio Digital S.A. 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 Comercio Digital S.A. and redtienda can be obtained by visiting the Web site www.redtienda.com.

Note Editors: Downloadable high-resolution photos available on www.redtienda.com/english/pr02.htm