

LatinTrade.com names exclusive e-commerce storefront provider; leading online international business community doubled during Q4, 2000.

Coral Gables, FL (January 4, 2001) – LatinTrade.com, the top Internet destination for international trade in the Americas, has named redtienda its Preferred Partner for e-commerce and storefront Internet services.

redtienda will serve LatinTrade.com's international business users by providing customized English and Spanish-language software and consulting services so that companies can start doing business on the Internet quickly and in a cost-effective manner. redtienda is a leader in providing solutions to the Latin American market.

"LatinTrade.com members are eager to take advantage of the power of the Internet to do business across international borders. redtienda helps us provide a better, more complete service to all our users by offering a turnkey solution that helps companies showcase themselves and that complements the online international trade activity that we enable," said LatinTrade.com President Sue Tremblay.

redtienda and LatinTrade.com will jointly participate in marketing and educational opportunities throughout the Americas to help companies define their online strategy for the region. Terms of the partnership were not disclosed. "We're excited to join with LatinTrade.com and gain access to its unique network among leading companies and trade associations in the region. We look forward to sharing in this growth and especially launching Latin companies into e-commerce", said redtienda CEO Erik Olsson.

Membership in the LatinTrade.com trading community doubled during Q4, 2000, following the debut of catalog features and a revamp of trade finance and logistics services available to users. The continued solid growth of the company is a reaffirmation of the "bricks-and-clicks" strategy of sister companies Latin Trade Magazine and LatinTrade.com. The Latin Trade brand is known throughout the region as the foremost provider of tools for international business.

About LatinTrade.com

LatinTrade.com (www.latintrade.com) provides powerful exposure to manufacturers and distributors of goods from the Americas and markets worldwide by allowing companies to showcase their products and sales information online. Our Internet platform operates in English, Portuguese and Spanish, allowing buyers and sellers to communicate and transact for goods, overcoming geographic distances and linguistic differences. Additional services in trade finance, logistics and business intelligence help members through all stages of international trade.

About redtienda

The e-commerce software redtienda (www.redtienda.com) allows merchants to create and manage their own Internet store. Comercio Digital S.A., the brain behind redtienda, 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

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