PRESS RELEASE – INTRODUCING THE NEW REDTIENDA

redtienda

FOR IMMEDIATE RELEASE

Press Contact:
redtienda corp.
Erik G. Olsson
Phone: +46-768-516882, +46-19-244309
Fax: +46-19-246808
Email: eolsson@redtienda.com

Leading Hispanic eCommerce Software Becomes Free

Electronic Commerce Finally Facilitated for Hispanic Small Businesses by redtienda

Orebro, Sweden (April 5, 2006) – redtienda corp., pioneer provider of eCommerce in Spanish-speaking markets, today introduced the new version of redtienda (www.redtienda.com), the popular software for Hispanic merchants in Latin America, the USA, and Europe to create and manage online stores, and announced that it is now free of charge.

"Over the years we've seen a growing interest and need among Hispanic small businesses to sell their products on the Internet, many export, but only a few have been able to afford their own online store. Now, anybody can open a professional store without investing a dollar. The new redtienda, including hosting, is 100% free," said Erik G. Olsson, CEO of redtienda corp.

The new version of redtienda has all the powerful features from the previous version plus it is much easier to use, more dynamic, and has a great deal of new functions – such as smart price levels, product recommendations, and a secure login-area for the shoppers. This first-class business tool uses cutting edge Swedish technology and is available in both Spanish and English. There is also an affordable paid version for advanced users who want more customizable stores.

The new redtienda will be of tremendous value to Hispanic entrepreneurs, manufacturers, retailers, distributors, exporters/importers, and businesses of all sizes.

As additional help, merchants can get the free email course "Cómo Comenzar A Vender Tus Productos En El Internet," read by over 35,000 professionals and used by several universities in Central America. It has also been recorded in audio and broadcasted on over 10 FM radio stations in Spain, Argentina, Bolivia, Panama, Peru, and Mexico.

The company is currently negotiating several important partnerships to enter the Hispanic market in the USA more aggressively.

"The new redtienda will revolutionize the future of Hispanic eCommerce worldwide, where everybody wins – thousands of small businesses can benefit from this Swedish quality software for free, online consumers can access more products in their own language, and we as a company will enter a completely new phase," 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. 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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