



NEWS RELEASE

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Cultural Retailing is The Future **La Curacao Unveils Winning Shopping** **Concepts in San Bernardino**

San Bernardino, California – June 13, 2005 - La Curacao, a Los Angeles-based retail chain celebrating its 25th Anniversary serving Latino consumers, announces its entry into the Inland Empire with its newest store in San Bernardino, California. With Mayan gods as part of its outside attraction and with equally unique in-store decor, the new store's official opening ceremony is set for Friday, June 17, 2005 11 a.m. at 885 Harriman Place in San Bernardino in the Tri-City Shopping Center.

"I'm excited because La Curacao is very innovative and has a history of giving back to the community it serves. The new store will be a source of pride for the community," says San Bernardino Mayor, Judith Valles. "There's nothing like it anywhere in the Inland Empire." Guests at the Opening Ceremony will be able to see first-hand how La Curacao incorporates culture and community involvement alongside a unique in-depth personal approach to engaging shoppers.

Store executives will be recognized for their distinct commitment and leadership within the Latino community by San Bernardino Mayor, Judith Valles; Supervisor 5th district County of San Bernardino, Josie Gonzalez; California Assemblyman District 64, John Benoit and The General Consul of Mexico in San Bernardino, Carlos Giralt.

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La Curacao's dedication to its customers' culture is reflected in its theme "Un Poco de Su Pais," A Little Bit of Your Country. With this guiding motto La Curacao creates an in-store experience that includes a bilingual signage, high-ratio of sales people to customers, safe kids area and entertainment with the spirit of Mexico and the many Central and South American countries represented by the majority of its customers. The store is a one-stop shopping destination with over 100,000 square feet featuring 85,000 brand name products. The store offers Internet service, travel center and long distance telephone service. La Curacao carries a wide selection of home appliances, electronics (one of the largest displays in a retail setting), furniture, house wares, in-house financing and exporting to Latin America.

La Curacao's commitment giving back to the community is channeled through its La Curacao Children's Foundation that works year-round to help needy families through churches, schools and community organizations.

With this opening of its San Bernardino store, La Curacao once again demonstrates that bridging ethnic traditions, culture and community with retailing and entertainment makes good business sense. For more information visit: lacuracao.com

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Editor's Note:

La Curacao is pronounced: La Coo-rah-sao