



NEWS RELEASE

LA CURACAO to Launch New Money Transfer Service **Unique Features Will Renovate Industry**

LOS ANGELES - APRIL 26, 2006 -- La Curacao, the Hispanic retail department store chain, known for its outside of the box marketing strategies that have successfully captured its ever-growing Latino immigrant clientele, will again attempt to break the mold when it launches its new "La Curacao Money Transfer" service. A launch and preview event is set for Thursday May 18, 2006, at 5 p.m. at its headquarters at 1605 Olympic Blvd., Los Angeles, CA 90015.

"Our new Money Transfer service is set to re-innovate the industry in terms of speed, convenience and affordability," says Reuven Hayun, La Curacao's Business Development Sales & Marketing Manager. "Our new Money Transfer features have never been offered before and were specifically designed to meet the needs of our clientele".

Initially, the new service will be available to the top three countries represented among its customer base: Mexico, Guatemala and El Salvador, with plans to expand it

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throughout Central America. Unique features such as financed transactions, automated IVR (interactive voice response) transfers and Visa ® pre-paid cards, are just a few of the added value services that are sure to give “La Curacao Money Transfer” service a competitive edge in a crowded service market that totals more than \$40 billion annually.

With the La Curacao themes, “Un Poco de Su País,” (A Little Bit of Your Country) and the new Money Transfer theme, “Donde Usted Manda” (double meaning: where you set the tone / where you send), La Curacao positions itself as a one-stop shopping destination. The mega stores will now add the new La Curacao Money Transfer service to its existing in-store amenities that include Internet, Telecom, Travel and Export departments.

La Curacao first opened its doors to the public in 1980 in Los Angeles. Ever since, La Curacao has established itself as the largest chain of retail department stores targeting the Hispanic market in the Southern California area. Over nine million visitors come through La Curacao doors each year. Visit La Curacao online at: www.lacuracao.com.

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