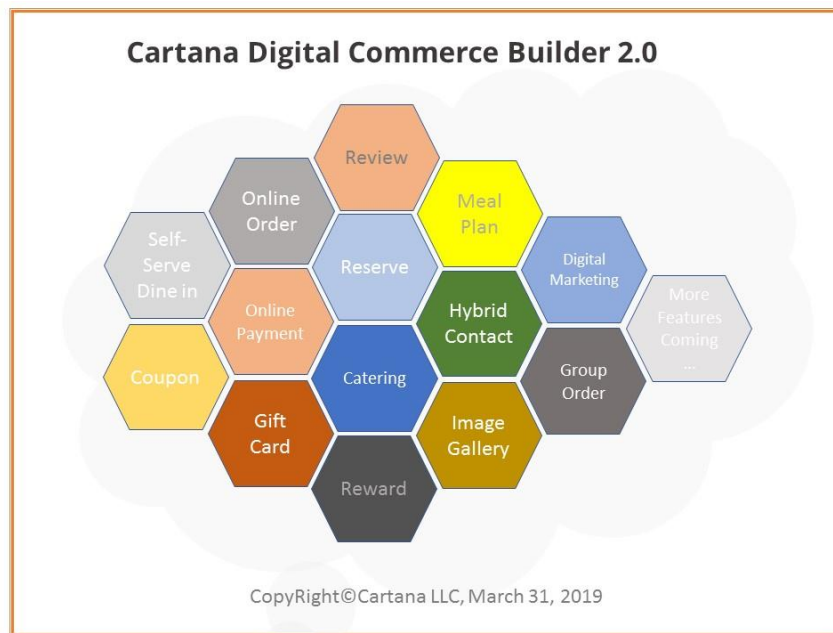


## Cartana Releases Free Digital Commerce Builder

*A game changer to decentralize marketplaces to single domain focused commerce*

**MASON, OH**, March 31, 2019 – Cartana, a leading provider of digital technologies designed for SMBs has announced the release of Cartana Digital Commerce Builder (DC Builder) for small and mid-sized businesses (SMBs) to open a digital commerce store under their single domain name. This release is available for restaurants only. Soon, DC Builder will be available for general retail stores and service companies. DC Builder is a new product following the release of more than a dozen products implemented since Cartana started in 2015.



Cartana DC Builder provides the essential digital solutions that will help a SMB restaurant operator build a digital commerce responsive website within an hour without any understanding of HTML template, plugins and third-party professional help. They can turn on/off usage-based SaaS services anytime without long-term contract. Cartana provides the website hosting free of charge with a domain name assigned or they can buy their own domain name for their website.

Mr. Roberto Vargas, the owner of 12 Mexican restaurants in Cincinnati area, including 4 locations of El Picante and others, recently decided to adopt Cartana technologies and turned on online ordering, loyalty and digital marketing services. Earlier, he used the third party on-demanding food delivery services. He said: "Their service was too expensive, 30% of the sales. Their orders often messed up our kitchen during busy dine-in times and it is not worth it." In order to attract more digital customers, Mr. Vargas offers incentive for customers to sign up their new website hosted by Cartana and 10% reward for online ordering. The ordering from their new website started to come next day due to the SEO Cartana did for them in the major search engines.

“This DC Builder is a game changer. SMB operators realized that growing with marketplaces have their limits. Building their own online store and promoting their own domain name locally is critical for their future growth.” said Dr. John Wen, Founder and CEO of Cartana. “Cartana started to switch our development focus to single domain based digital commerce website one year ago. We realized that customers in the local neighborhood know their restaurants because they drive by every day or they have been there. A single restaurant is much more famous than Cartana in their neighborhood to the consumers there. We want to help the local restaurants build their digital communities and provide the essential digital technologies for them to do that.”

To learn more, visit <https://www.cartana.net>

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### **About Cartana**

Founded in 2015 by Dr. John Wen, a serial entrepreneur, and two other computing veterans, with their combined 50+ years’ experience in banking, academic, defense, supply chains and retail, Cartana is a SaaS company that provides essential digital technologies to SMB operators. Cartana aims to help SMB operators to transform their business to the digital world. To learn more about Cartana, visit <https://www.cartana.net> or contact (513) 677-5050.