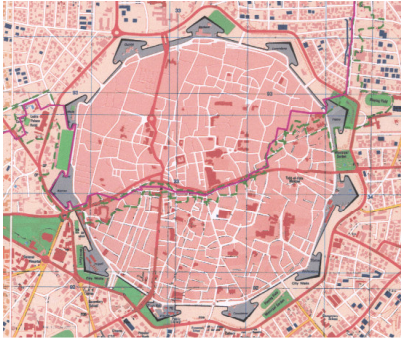


PRESS RELEASE

e-Ledra

Uniting Ledra Street on the Internet



On the 22nd of April 2004, the Project Initiation meeting of the e-Ledra project took place in Nicosia. The meeting was attended by representatives from POVEK (Cyprus Federation of Professional Craftsmen and Shopkeepers), the project Owner; KTEZO (POVEK's Turkish Cypriot counterpart) the project's main partner; Ithaki Consulting the company responsible for the project management of e-Ledra; as Virtual IT the company responsible for implementing the Internet and e-Commerce aspect of the project.

E-Ledra is an innovative project that aims at revitalizing the Greater Ledra Street, divided since 1963, through its presence on the Internet. The Internet Ledra Street will have a presence in cyberspace without barriers and with equal access to Greek-Cypriots and Turkish-Cypriots, tourists, as well as the world at large. The long-term aim of the e-Ledra project is that it becomes a portal, a virtual shopping and entertainment, strolling mall for Nicosia within-the-walls, with information about shops, their products and services, restaurants, museums, galleries and other cultural points of interest, entertainment, churches, sermons, other religious activities, archaeological sites, transportation and accommodation. Greater Ledra Street for the purposes of this project is defined for the Greek Cypriot side: Ledra Street, Onasagorou Street, connecting streets and paved Laiki Yitonia. For the Turkish Cypriot side: Ledra Street, Girne Caddesi and the triangular area formed by Mecidiye Sokağı, Arasta Sokağı and Girne Caddesi.

On the 19th of May an Internet Education Seminar - the first of two seminars to be delivered under the project e-Ledra - is taking place at the Nicosia Municipality Meeting Centre in Laiki Yitonia. The seminar is aimed at the shopkeepers of the 'Greater Ledra Street'. It will cover subjects such as the history of the Internet, how the Internet works, accessing the Internet, introduction to e-commerce and Internet security. The seminar will be delivered in Greek with Turkish translation by Mr Dinos Konis of Ithaki Consulting Ltd.

E-Ledra is supported by the United Nations programme 'Partnership for the Future' and is funded by the European Union and the Woolworth Stores.

For more information please contact Ms Mary Michaelides of Ithaki Consulting Ltd, Tel: 22 382989 or Mr Melios Georgiou, Secretary General of POVEK, Tel: 22 753862.