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AVANQUEST SOFTWARE LAUNCHES NEW MOBILE CONTENT MANAGEMENT SOLUTION FOR NETWORK OPERATORS

Mobile Media Manager Delivers Multimedia Content to the Subscriber's Mobile Phone via an Integrated PC Client

Avanquest Software, a leading developer and publisher of business and consumer software for the global PC market with operations in Europe, the U.S. and Asia, today introduced Mobile Media Manager, the first in a series of advanced cellular software solutions that will help drive revenues for network operators and media content companies. The new application integrates a PC client designed to facilitate the delivery and management of multimedia content from a PC to the subscriber's mobile phone. Mobile Media Manager is the first content delivery application that integrates a PC client to manage operator content from the PC and to push multimedia content through the operator's existing network using OTA technology.

Levallois-Perret - February 13, 2006

Through its OTA content management system, Mobile Media Manager enables consumers to take full advantage of their multimedia cellular phones. Subscribers are able to create and edit multimedia messages (MMS) featuring video, audio, images and text and deliver them to any mobile phone. Using the operators' OTA network, the operators premium and the consumers personal content files such as ringtones, photos, slide shows, videos and wallpapers are pushed directly to the subscriber's cellular phone through a powerful yet easy-to-use PC client. All Digital Rights Management (DRM) protected content is respected. The software integrates easily with the operator's existing MMSC, WAP or other infrastructure.

The program's composition and editing tools include a digital picture editor with resizing, cropping and special effects features for personal content. Customers can create small animations and transfer pictures from the PC to the mobile phone for sharing with friends and family. The video editor enables users to compose videos, adjust audio levels and mix sound tracks, then transfer the videos from the PC to the mobile phone.

"Mobile Media Manager provides a competitive advantage for operators seeking to improve their customer's content experience and their own ARPU value," said David Wright, President of Avanquest Software's OEM Division. ***"By delivering powerful and innovative software solutions that cater to both mobile users and the unique needs of network operators and media content companies, Avanquest continues to strengthen its leadership position within the mobile marketplace."***

Mobile Media Manager provides a platform for operators or content owners to display and market premium content catalogs directly to the consumer's PC. Customers can browse the catalog, purchase and install images, ringtones, games, music and videos. Transactions are managed through the PC client using the operators' or Avanquest's billing system.

With the application's flexible, user-friendly interface, the PC client can also be customized and branded to reflect the unique look and feel of each operator, thereby developing and enhancing customer satisfaction and retention.

Mobile Media Manager is compatible with all data services-enabled cellular devices and operates with Windows 2000, XP and Vista ready PC platforms.

Members of the press and analyst community interested in one-on-one time with Avanquest at 3GSM can send an email to Lucie Rivaud at lrivaud@avanquest.com or to David Wright at dwright@avanquest.com.

Avanquest Software OEM Division delivers the finest quality products and services to its partners: whether a wireless operator, a hardware manufacturer or a content provider, all Avanquest solutions are designed to enhance and easily integrate with our partner's product marketing strategy. Additionally, all products are customizable to our partner's exact needs in up to 28 languages. Owing to the quality and adaptability of our software, Avanquest has developed partnerships with a list of prestigious companies throughout the computing and telecommunication industries. Always on top of technology, Avanquest is a Microsoft Gold Certified Partner as well as Symbian Affiliate Partner, UPnP forum member or Bluetooth adapter member.

About Avanquest Software

Avanquest Software is a global developer and leading publisher of best-selling personal and professional software designed for utilities, office productivity, communications and mobility worldwide. Headquartered in France, with operating units, subsidiaries and offices located in United States, France, Germany, Great Britain, Italy, Spain, China, Japan and Korea, Avanquest Software products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. Founded in 1984 as BVRP Software and listed since December 1996 on Euronext (ISIN FR0004026714), Avanquest Software forms part of the Eurolist, NextEconomy segment and SBF 250 index. In 2004, Avanquest Software posted record financial results, with revenue of €57.0M (\$72.0M), operating income of €6.9M (\$8.7M) and a net income of €5.3M (\$6.7M). Additional information on Avanquest Software is available at <http://www.avanquest.com>.

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