

Avanquest Software is the UK's 3rd largest PC Software Publisher in the Retail Channel (by units sold)

La Garenne-Colombes, France – March 10, 2008

Avanquest Software, a leading developer and publisher of business and consumer software for the global PC market, **announced today that the Company is now the UK's 3rd largest PC Software publisher by units sold in the retail channel** behind Electronic Arts and Symantec, **according to recent results from independent company Chart-Track¹**. Chart-Track monitors the sales of music, videos and software via retailers' EPOS systems.

In 2007 Avanquest sold 1.21 million units in the UK through the retail channel.

Avanquest Software was founded in 1984. The company has a global presence, with operations in Europe, the US and China. Avanquest Software develops and publishes a comprehensive range of consumer and business software, totaling near to 1,500 titles. Products are promoted to end users through retail, online and direct sales channels; to enterprises via the corporate channel; and to major companies in the mobile telephone and computer industry through licensing partnerships with Original Equipment Manufacturers (OEM).

Chris Thompson, UK Managing Director Avanquest says, "Avanquest's newly confirmed position in the UK retail channel confirms the success of our internal and external growth strategy. The acquisitions of Fasttrak, IMR UK, and more recently the French group Emme of which Global Software Publishing (GSP) is the wholly owned UK subsidiary, have allowed us to become the first multi-specialist software publisher in the UK and in the world."

In April 2007 Avanquest Software acquired the French group Emme of which GSP Software is the wholly owned UK subsidiary (GSP published consumer software – titles for children, entertainment, games, hobbies & interests, education and creativity).

Avanquest Software

Avanquest Software is one of the world's leading software publishers, marketing up to 1,500 software titles developed in-house or by developer partners via multiple sales channels on three continents – North America, Europe and Asia. Avanquest Software addresses the general public through its Retail, Online and Direct-to-Consumer channels; businesses through the Corporate channel; and key players in mobile telephony and IT through OEM (Original Equipment Manufacturers) licenses. With 650 employees and approximately 200 engineers in Research and Development distributed between France, China and the United States, the company is committed to constant innovation. Listed on Euronext (ISIN FR0004026714) since December 1996, Avanquest Software is part of Eurolist, SBF index 250. For additional information: <http://www.avanquest.com>

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¹ Source: Chart-Track Annual Report: Total PC CD by company (Units): Year 2007: 31st December 2006 to 29th December 2007: © ELSPA 2007