



News release  
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## AVANQUEST SOFTWARE UNVEILS NEW SHOWCASE WEBSITE TO SUPPORT RAPID EXPANSION OF E-COMMERCE STRATEGY

**FREE COPY OF *FIX IT UTILITIES 7 EXPRESS* WORTH £14.99 FOR EVERY VISITOR**

Avanquest Software, a leading developer and global publisher of best-selling personal and professional software, has unveiled its new website at [www.avanquest.com/UK](http://www.avanquest.com/UK). Designed to showcase its broad range of software titles, now totalling in excess of 550 in the UK, the website will also include the new offerings following the acquisitions of Nova Development and Emme in 2007.

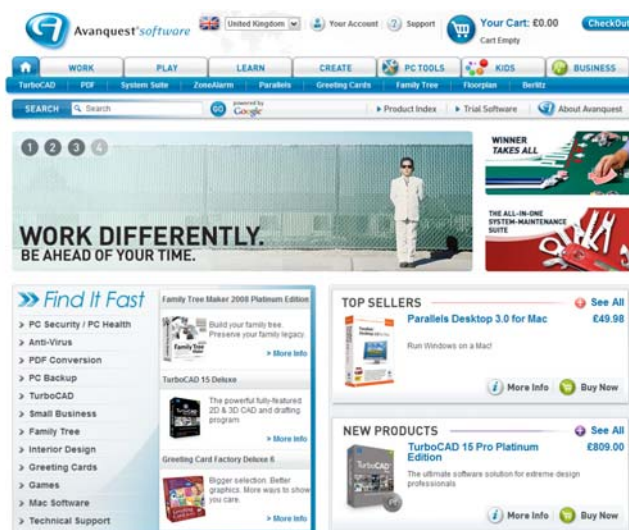
The software range now includes:

- [PC tools](#) to repair, restore, boost and maintain PCs and home networks.
- Consumer lifestyle software to [create](#) in multimedia, [learn](#) new skills and [play](#) games.
- [Home office](#) and [small business](#) solutions.
- [Solutions](#) to help corporates improve their business.

To celebrate the launch, Avanquest Software is also offering its visitors one full version of [Fix-It Utilities 7 Express](#), the PC maintenance and optimisation tool worth £14.99. Visitors are encouraged to download the software for free on their first visit to the site at [www.avanquest.com/uk/launch-offer](http://www.avanquest.com/uk/launch-offer)

The site will enhance Avanquest Software's internet presence and assist in the expansion of online sales for consumer and corporate software. The group's e-commerce strategy reflects consumer trends and industry forecasts, with e-commerce expected to hit benchmarks of €20 billion in 2008 and €32 billion in 2010.

"Our goal is to rapidly step up our on-line activity by making our entire product catalogue, which includes more than 300 software titles in 5 languages, easily available to any consumer or business at any time and from any place," explained Bob McNinch, General Manager of Avanquest Software's Web Division. "We cater to businesses of all sizes (OEMs, large



companies and SMBs) looking for software tools and solutions and consumers of all ages who want software for working, learning, creating or playing. We are convinced that showcasing our entire catalogue on our website in a user friendly way, and providing an excellent customer experience will enable us to meet this challenge.”

The new Avanquest Software site puts e-commerce firmly in the spotlight, but continues to be the main information hub for investors and the media. Corporate information (company profile, history, investor section and newsroom) has been expanded and is accessible from the homepage by simply clicking on the [About Avanquest](#) tab, or via a specific link <http://about.avanquest.com> that will be given in all corporate communications.

### **Avanquest Software online: where customer experience matters**

The new site is dynamic, user-friendly and intuitive, designed to assist the customer’s online experience. Showcasing its large product catalogue, Avanquest Software titles are arranged and displayed on the homepage as [Top Sellers](#), [New Products](#) and [Online Promotions](#). The seven main sections also list products under the categories of ‘Work’, ‘Play’, ‘Learn’, ‘Create’, ‘PC Tools’, ‘Kids’ and ‘Business’.

The new search feature offers two ways to quickly find the right software product:

- A Google-powered search engine allows the user to search by keyword or name.
- [Product Index](#) displays all the titles in the catalogue in alphabetical order, ranked by popularity, name or price.

Users can now download a **trial version** of a software product to make sure the program suits their needs before making a purchase. The new option to immediately download software instead of receiving it via traditional delivery methods allows customers to make environmentally-friendly choices without sacrificing quality or convenience.

**Telephone support** is available at each stage of the transaction, offering users step-by-step guidance. Several methods of **secure payment** are available, including credit card online, by telephone or fax, MasterCard, American Express or PayPal.

[www.avanquest.com/UK](http://www.avanquest.com/UK) has been tested and verified to be PCI Compliant, one of the most recent and stringent standards in ecommerce security. This is in addition to existing Hackersafe and Verisign certification.

Avanquest Software also has an online Affiliate programme. If you are interested in joining or would like further information please contact [affiliates@avanquest.co.uk](mailto:affiliates@avanquest.co.uk)

### **Notes to Editor**

1. Source: Fédération des Entreprises de Vente A Distance (Federation of Distance Selling Companies)
2. Original Equipment Manufacturer
3. PayPal is an Internet payment solution allowing users to send and receive payments via the Internet using an e-mail address, without having to enter their bank card details for each transaction.

**About Avanquest Software**

Avanquest Software is a leading developer and global 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, Korea, and Japan, 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 2006, Avanquest Software posted revenues of €74.3M. Additional information on Avanquest Software is available at <http://www.avanquest.com>.

**For more information please contact:**

Matt King / Dorothy Chandler

Media Safari

+44 (0) 1225 731 388

[mattk@mediasafari.co.uk](mailto:mattk@mediasafari.co.uk)

James Kendrick

Avanquest Software Web Division

[jkendrick@avanquest.co.uk](mailto:jkendrick@avanquest.co.uk)