



Avanquest Software: “Innovative Company” designation confirmed

The French government institute OSEO has re-certified Avanquest as an “Innovative Company” maintaining its Innovation-oriented Pooled Investment Funds (FCPI) eligibility

Avanquest Software (EPA: AVQ), a leading global developer of professional and consumer software, today announced that its “Innovative Company” status has been re-certified by OSEO, a designation enabling it to continue to meet the investment criteria for FCPI (innovation-oriented pooled investment funds).

In its 25 year history, Avanquest Software has consistently demonstrated innovation, beginning with the first PC fax application, which the company introduced in 1988. Subsequently, *BVRP PhoneTools* and *Avanquest Mobile PhoneTools* together achieved more than 200 million unit sales as a result of key licensing agreements with companies including [Motorola](#) and [Sony Ericsson](#). Recently, PC manufacturing giant Asus selected *Avanquest Connection Manager* to be part of all its 3G Eee Netbook PCs.

Bruno Vanryb, CEO and co-founder of Avanquest Software, notes: “*Avanquest has built its reputation on a significant capacity for innovation that enables it to stay a leader in a high-technology field. The group received approval from ANVAR, now OSEO Innovation, in 2003 and 2006. The renewal of this label as Innovative Company at the start of this year confirms the recognition of the innovative nature of the offer developed by the Group and its ability to anticipate technological changes.*”

About Avanquest Software

Avanquest Software is one of the world’s leading software developers and publishers, with operations in Europe, North America and China, and marketing its software titles through Retail, Corporate, OEM and Direct-to-Consumer channels. The company is committed to innovation in the design, development and publishing of world-class, easy-to-use and affordable software. Avanquest Software is listed on Euronext (ISIN FR0004026714) since December 1996. Additional information is available at <http://www.avanquest.com> or <http://about.avanquest.com>.

“With this renewal of the Innovative Company label, our Research and Development efforts have been encouraged, and our capacity for innovation in demanding and highly specialized markets recognized once again. This label rewards the excellence of our teams and confirms for our customers our know-how in projects that constantly make use of innovative technologies,” adds Roger Politis, co-founder of the Avanquest Software Group and President of the Avanquest Software Development division.

The development of *Avanquest Mobile Companion* -- *Mobile PhoneTools*’ next generation -- especially attracted the attention of OSEO. *Mobile Companion* will offer every user of a computer and a mobile platform (Portable, Smartphone, 3G card) permanent access and real-time data synchronization. By combining the functional richness of a local PC-based application (like *Mobile PhoneTools*) and the omnipresent services available only online, similar to [Nokia](#)’s OVI or [Apple](#)’s MobileMe (SaaS model), plus control available on the mobile itself, Avanquest plans to introduce a completely new, three-part functional model. Further details about *Avanquest Mobile Companion* will be provided at the Mobile World Congress in Barcelona February 15-18, 2010.

Next announcement	3rd Quarter 2009/10 Earnings	February 11, 2010 (after stock exchange closure)	
Contacts	Analysts - Investors Thierry Bonnefoi +33 (0)1 41 27 19 74 tbonnefoi@avanquest.com	Communication Christine Sauvaget +33 (0)1 41 27 19 82 csauvaget@avanquest.com	Press Relations Nicolas Swiatek +33 (0)1 41 27 19 96 nswiatek@avanquest.com
Site Internet	http://www.avanquest.com		
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