



## **Avanquest Software completes Agreement with China's Haier Telecom Co., Leading Mobile Handset Manufacturer.**

### **Haier to Bundle Popular Mobile PhoneTools Software with T3000 Tri-band GSM Phone**

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Avanquest Software, a leading developer and publisher of business and consumer software for the global PC market with offices in Europe, the U.S. and Asia, today announced an agreement to provide its Mobile PhoneTools PC-Cellular convergence software to Haier Telecom Co. Ltd., one of China's leading manufacturers of GSM and CDMA phones.

Under the agreement, Mobile PhoneTools will be bundled with Haier handsets sold in China and other countries, beginning with Haier's T3000 Tri-band GSM flip-phone. Haier will provide an all-inclusive package consisting of Mobile PhoneTools and a USB cable, making it easy for cellular subscribers with Haier devices to synchronize data between their handsets and personal computers in addition to personalizing their phones.

Avanquest's Mobile PhoneTools lets mobile devices "talk" to PCs, greatly expanding the capabilities of both. By easily sharing data between the mobile phone and PC, the software enables users to ensure contact information and calendars are synchronized and to use the PC to create and edit content for downloading to the device.

Mobile PhoneTools also enables any cellular phone or Web-enabled mobile device to function as a modem for a user's laptop, ensuring Internet access will be available to power users virtually anywhere.

"We are extremely happy to be working with Haier Telecom, a subsidiary of one of China's largest and most respected manufacturing companies," said David Wright, President OEM Division, Avanquest Software. "This is the first OEM agreement signed by Avanquest China after we opened our OEM sales office in Shanghai earlier this year. This is one of the first milestones for Avanquest's new OEM operations in Asia, and is consistent with our focus to strengthen our presence in Asia."

Mobile PhoneTools is compatible with Microsoft® Windows® 98, ME, 2000 and XP and offers syncing capabilities with popular desktop programs such as Microsoft Outlook®, Outlook Express®, and MS Exchange®, as well as Lotus Notes. Avanquest has sold millions copies of its BVRP Mobile PhoneTools and provides support for the product in 20 languages, including Chinese, Korean, Thai, Czech and Russian.

## 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 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>.

## About Haier

Haier was incorporated in 1984 only producing household refrigerators. Over the past 20 years, the company has witnessed significant prosperity and is now a transnational organization widely recognized in the world community. Haier currently manufactures a wide range of household electrical appliances, 15,100 varieties of items in 96 product lines, and exports products to more than 100 countries. In 2004, Haier's global sales hit RMB101.6 billion and Haier brand, valued at RMB61.6 billion, topped all Chinese trademarks at a nationwide survey. On April 18, 2005, Haier was ranked 89th of the 2005 World's 500 Most Influential Brands by the World Brand Lab. Haier was ranked first in the row of China's Top 10 Global Brands on August 30, 2005 on the Financial Times. Haier CEO Zhang Ruimin was placed 26th on the list of the World's 30 Most Respected Entrepreneurs issued by Finance Times on 7th December, 1999, the 6th of the Asia's 25 Most Powerful People in Business in Fortune publication August, 2004 and first of the 25 Most Powerful Business Leaders Inside China on the Chinese Edition of Fortune April 2005. Haier's international promotion framework encompasses global networks for design, procurement, production, distribution and after-sales services. Haier has established 10 manufacture complexes, 30 overseas production factories, 8 design centers and 58,800 sales agents worldwide.

## About Haier Telecom

Haier Telecom, located in China's Qingdao Haier high-tech zone, is one of the leading Chinese manufacturers of both GSM and CDMA devices. One of the fastest growing units of the Haier group, Haier Telecom is the only Chinese cellular phone manufacturer to post 100% sales increase in 2004 and one of the leading branded suppliers serving the export market. Haier's broad portfolio of advanced technologies is linked to a commitment to design leadership that enables it to create devices that enhance the user's total lifestyle.

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