

AVANQUEST SOFTWARE ADDS LIST MANAGEMENT, EMAIL FEATURES TO POPULAR SMALL BUSINESS MAIL MANAGEMENT PROGRAM

PLEASANTON, CA, January 5, 2006 - 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 MyMailList Deluxe version 8. The enhanced version of its popular small business mail management program includes powerful new features that make it easy to target communications to the intended audience and format personalized messages for both email and traditional direct mail.

The enhancements to MyMailList Deluxe, the #1 small business/home office mailing software since 1990, include a new data entry table that enables users to work with and view records in a grid format which supports multi-level data sorts. The new edition also incorporates new email functionality, allowing businesses to personalize communications with dynamic fields, pictures and rich text features.

MyMailList Deluxe offers a complete Mail List Management, Mail Design and Printing and Bulk Mail solution that's powerful, affordable and designed for users who don't have time to study thick manuals or learn complex software. The program's basics can be learned in only five minutes.

MyMailList Deluxe is designed to work with today's most popular small business tools for easy integration into processes already found in most businesses. The software can import data from the most popular computer database and contact management programs, including Microsoft Outlook and Excel and ACT. MyMailList Deluxe also supports standard printing formats from leading forms vendors such as Avery, NEBS, PaperDirect and others. Additionally, the award-winning application has U.S. Postal Service PAVE (Presort Accuracy, Validation, and Evaluation) certification for bulk mail sorting and processing, allowing users to save as much as 50% on bulk mail postage for mailings as small as 200 pieces.

MyMailList Deluxe creates professional-looking communications quickly and without any special training. The program includes hundreds of mailing templates for virtually every form of standard business communication, including letters, fliers, envelopes and labels. Users can access more than six million pieces of clip art and photo images, included with the program, to personalize their messages.

New to version 8 of MyMailList Deluxe are:

Enhanced image support - Create formatted personalized messages for both email and traditional direct mail. The program supports an expanded range of image formats and adds image adjustment features including Blur, Emboss and Invert in addition to the standard Contrast and color level features. Images are automatically converted into the proper standard for email transmission.

New data entry functionality - Enhanced data filtering that uses a new "grid" format provides up to eight levels of data sorting for customer list creation and improved ease of contact list organization.

New filter options - Users can intelligently sort their entire contact list to personalize and target mailings or emails. Filters can be saved for future use.

MyMailList Deluxe version 8, priced at \$49.95, is available over the Web and at thousands of retail outlets across North America including Office Depot and Staples. For more information, visit www.avanquestusa.com.

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