



## AVANQUEST SOFTWARE PUBLISHING WINS ACCOLADES IN NEW SOFTWARE INDUSTRY AWARDS PROGRAM

**Software Marketing Research Readers Rate Avanquest Best Overall Software  
Publishing Company and 1<sup>st</sup> in Customer Service & Support**

**Avanquest Software Publishing, a leading global retail and online publisher of best-selling consumer and business software titles, today announced that it has been recognized as “Best Overall Software Publisher” in the first annual “Software Vendor Awards,” sponsored by Software Marketing Resource, an online news and resource portal for software developers, publishers and distributors.**

---

Levallois-Perret, April 3, 2006

The poll of Software Marketing Research’s global readership in Europe, the U.S. and Russia, also voted Avanquest “Best Software Publisher/Customer Service & Support.” Conducted earlier this year, the survey ranked software industry companies in 15 categories based on value of service, unique marketing techniques and overall software developer benefit. For a complete list of award categories and winners, or to learn more about Software Marketing Resource Group, visit: <http://www.softwaremarketingresource.com>

***“It’s an honour to be recognized by Software Marketing Resource in its first annual award program,”*** said Christina Seelye, president & CEO, Avanquest Publishing USA. ***“This recognition acknowledges the hard work of our product management, sales, customer support and marketing people on three continents who provide software developers with ways to maximize revenue opportunities from their programs by leveraging opportunities across online and retail sales channels.”***

A unit of Paris-based Avanquest Software, Avanquest Software Publishing delivers its services to more than 120 developers worldwide. Its complete turn-key programs, including everything from product optimization and retail packaging to supply chain management and retail inventory control, enable independent software companies to extend their penetration of the global consumer and business markets without additional investment.

To learn more about Avanquest Software Publishing partnering programs, please visit [www.avanquest.com](http://www.avanquest.com) or [www.avanquestusa.com](http://www.avanquestusa.com), or email Jeff Orr at [jorr@avanquestusa.com](mailto:jorr@avanquestusa.com).

### **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 2005, Avanquest Software posted record financial results, with revenue of €70.6M (\$85.6M) and net income of €6.9M (\$8.4M). Additional information on Avanquest Software is available at <http://www.avanquest.com>.

### **About Avanquest Software Publishing**

Avanquest Software Publishing offers software developers a complete range of valuable software publishing resources and immediate access to worldwide software markets. With U.S. headquarters in Pleasanton, California, Avanquest Publishing has a local presence on five continents and long-established relationships across all channels of distribution in markets covering nearly 90% of the world’s total software sales. Avanquest Software Publishing is part of Avanquest Software, a leading international software developer and publisher that was founded in Paris in 1984 and is listed on the Nouveau Marché of the Euronext stock exchange (ISIN FR0004026714).

For additional information, please visit <http://www.avanquest.com> and <http://www.avanquestusa.com>.

**Your contacts**

Lucie Rivaud, Press Relations  
Tel.: +33 (0)1 41 27 19 96 – E-mail: [lrivaud@avanquest.com](mailto:lrivaud@avanquest.com)

Christine Sauvaget, Communications  
Tel.: +33 (0)1 41 27 19 82 – E-mail: [csauvaget@avanquest.com](mailto:csauvaget@avanquest.com)



Ticker: **AVQ**  
ISIN: **FR0004026714**  
Reuters: **AVQ.PA**  
Bloomberg: **AVQ:FP**