



Avanquest's New Web Easy Professional 7 Gives Consumers and Small Businesses the Competitive Edge to Sell on eBay

New Web Development Software Leads Industry with Largest Number of Easy-to-Use Templates and Images to Create Professional-Looking Websites

BOSTON, June 14, 2007— As millions of consumers and small businesses around the world vie each day to promote their products on eBay®, they increasingly need a competitive edge to stand out from the crowd. Avanquest Software, one of the leading developers and publishers of small business and consumer software for the global PC market, today announced the launch of Web Easy Professional 7, designed to meet the needs of eBay® sellers and others looking for easy-to-use website creation software with a comprehensive selection of advanced features. Web Easy Professional 7 is the newest version of the nation's top-selling website creation software priced under \$100.

"Web Easy Professional has long been the preferred website creation software for individuals and small businesses, so our goal was to take version 7 to a new dimension by incorporating key features unmatched by the competition," said Brad Crystal, Vice President of Marketing, Avanquest USA. "In addition to the new eBay® Web Page Wizard, Web Easy Professional 7 delivers a wealth of new templates and features providing a great upgrade for those who need a competitive edge or just want the best possible look for their websites."

Web Easy Professional 7 makes it easy to create a professional-looking website without any HTML programming or technical experience, providing drag-and-drop simplicity for users to easily insert photos, forms, gadgets, audio and animation into their website layouts. Users can also create more visually appealing websites using Web Easy Professional's powerful flash animation tools.

Web Easy Professional 7 offers more than 135 professionally designed website templates geared for business, club, team, organization, school or personal use. Users can easily add an extra aesthetic touch to their websites with more than 85,000 images from the program's extensive multimedia library of clip art, photos, animations, buttons and backgrounds.

Web Easy Professional 7 provides numerous benefits for eBay® Sellers, Consumers and Small Office/Home Office (SOHO) users:

eBay® Sellers

One of the software's newest features of Web Easy Professional 7 is the eBay® Web Page Wizard. It enables eBay® sellers to create an attention-getting online presence to showcase and market their goods to millions of potential customers around the world. The wizard makes it easy to create eBay®-compatible web pages that conform to eBay®'s listing formats.

SOHO Users

Web Easy Professional 7 offers the tools that small businesses need to create a professional-looking website. With the Web Page Style Designer, users have the ability to create a consistent website theme by customizing several key elements including the title, navigation menu, header and footer and content.

Small businesses can take their website to the next level, with the new Podcast Hosting feature, which makes it easy to create and host audio and video podcasts, whether for entertainment or news announcements.

Web Easy Professional 7 features a wide array of search engine optimization (SEO) tools that enable users to improve their rankings on popular search engines to drive more visitors and customers to their websites.

Consumers

Web Easy Professional 7 makes it fun to create personal web pages, whether sharing memories of families and friends, showcasing hobbies or for creating online resumes. The software's new built-in Photo Web Page Wizard can generate online photo albums instantly.

Users can launch their site using any ISP or web hosting provider or they can take advantage of the software's built-in web hosting service that launches a site online with just one-click.

With its numerous easy-to-use templates, 85,000+ web graphics and leading-edge features, Web Easy Professional 7 provides eBay® sellers, consumers, and SOHO users with a comprehensive website creation solution at an affordable price.

Web Easy Professional 7 is available for purchase nationwide at major U.S. software retailers for a suggested retail price of \$49.95 and online at www.avanquestusa.com.

About Avanquest Software

Avanquest Software, a global developer and leading publisher in more than 100 countries, provides consumers and small businesses with award-winning software for PC maintenance, office productivity, communications and mobility. Avanquest Software's presence in North America, consisting of Avanquest USA and Nova Development, places it among the top six retail software publishers in the United States. With more than 175 software titles, the combined companies offer one of the largest and most diversified product portfolios in the software industry, available at more than 10,000 U.S. retail locations, on the Web, and through OEM partnerships. More information about the company is available at www.avanquest.com and www.avanquestusa.com.

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