



Avanquest® software

## Avanquest software names Julie Shevlin OEM Divisional Vice President

### Veteran Tech Industry Executive to Direct Worldwide OEM Sales and Marketing

DENVER, February 7<sup>th</sup>, 2008 – Avanquest Software, a leading developer and publisher of business and consumer software for the global PC market, today announced the appointment of Julie Shevlin as global vice president of Avanquest's OEM operations in Europe, the U.S. and China.

Ms. Shevlin brings a background of more than 15 years of business, partner and channel development experience for software, wireless and telecommunications companies to Avanquest. At Avanquest, she will have responsibility for business development, sales and marketing for the OEM division which licenses Avanquest technology to key partners in the mobile telephony and IT industries worldwide.

“Julie Shevlin's technical knowledge, strategic business skills and business relationship building experience have prepared her to drive the growth and expansion of our OEM business worldwide,” said David Wright, president, Avanquest OEM division, and president, [Avanquest Product Design group](#). “She will play a lead role in extending Avanquest's broad technology portfolio to new markets.”

Most recently, Ms. Shevlin served as division manager for strategic alliances in the commercial business division of Advanced Micro Devices (AMD), responsible for the Global Commercial Client Software Alliance and Solution Strategy. At AMD she identified, negotiated and built relationships with partners such as Google, Adobe, HP and Dell.

Earlier, she was senior partner manager for the Octel Messaging Division of Lucent Technologies, where she created and implemented the first global developer software partner program, which included global ISVs, VARs and distributors.

Additionally, she served as director, business development for Pronto Networks, Inc., which provides a carrier-class operation support system (OSS) to provision, deploy and manage large-scale, broadband wireless networks. At Pronto, she established strategic global OEM and Reseller partnerships with Sun Microsystems, Lucent Technologies and Nortel.

She also founded and operated a strategic business consulting company, whose clients included Applied Materials, Tandem Computers and Schlumberger Technologies.

Ms. Shevlin earned an MBA in International Management and received her BA in International Trade.

**Avanquest Software**

Avanquest Software is one of the world's leading software publishers, marketing up to 1,500 software titles developed in-house or by developer partners via multiple sales channels on three continents – North America, Europe and Asia. Avanquest Software addresses the general public through its Retail, Online and Direct-to-Consumer channels; businesses through the Corporate channel; and key players in mobile telephony and IT through OEM (Original Equipment Manufacturers) licenses. With 650 employees and approximately 200 engineers in Research and Development distributed between France, China and the United States, the company is committed to constant innovation. Listed on Euronext (ISIN FR0004026714) since December 1996, Avanquest Software is part of Eurolist, SBF index 250. For additional information: <http://www.avanquest.com>

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