



Avanquest Software launches SoftCity, the next-generation software community

SoftCity is a unique place on the Web where you can have a conversation with the developers, consult the experts and buy software, all in the same place.

The merger of e-commerce and social network forms what we now call Social Commerce.

Avanquest is participating with SoftCity in what is the fundamental trend for the next five years.

SoftCity is a unique online community launched by Avanquest Software (EPA: AVQ) that is built around software with the aim of bringing together software enthusiasts, users, experts and developers all in one place. Conversation, commentary and voting is encouraged within the SoftCity Café; while software trial and commerce takes place in the SoftCity Marketplace. 'Citizens' are rewarded for their contributions with virtual money, the SoftDollar, which provides discounts in the SoftCity Marketplace.

"The concept is simple. Imagine a merger of Facebook and Amazon where you also have a "rewards" system like those used by the airlines, and there you have the essence of SoftCity," explained Bruno Vanryb, co-founder and President & CEO of Avanquest Software.

A COMMUNITY ORGANIZED AROUND TWO MAINSTAYS



SoftCity Café: An online social community where users can interact, discuss and ask questions about software and receive responses from peers, developers and experts. Users can talk about the latest trends in the software world for PC, Mac, Linux, mobile platforms and freeware, plus swap tricks, get help and contribute to improving their favorite software. Participation in the community is rewarded with SoftDollars, which can be applied in connection with software purchased in the SoftCity Marketplace.



SoftCity Marketplace: A commerce website, where buyers and developers can interact, suggest improvements, and test and buy software. Not only are there many software programs for all platforms, but SoftCity Marketplace also is a unique place where developers can upload and market their software to reach a community of enthusiastic users who will help them improve their software. With SoftCity, Avanquest establishes a real conversation with all users and software enthusiasts, and commits to encourage the development of software designed with the participation of the community.

"Previously, there were those who purchased software on e-commerce sites, and those who discussed software on social networks. The merger of e-commerce and social network forums has become a fundamental trend that we now call "social commerce," said Bruno Vanryb, co-founder, President and CEO of Avanquest Software. "With SoftCity, we've set up a single platform where people can communicate with developers, consult experts, and buy software all in the same place."

A very attractive affiliate program – where affiliated developers and partners are rewarded with up to 10% commissions on sales - has also been implemented thanks to SoftCity very innovative platform.

Initially merely a tool for communications and discussions, the social network is gradually becoming the cornerstone of the Internet. Also by making of SoftCity its "Social Customer Care" destination, Avanquest position themselves among the forerunners. SoftCity will be the place where customer concerns are really taken care of. By creating SoftCity, Avanquest demonstrates its commitment to provide an improved software experience to users and customers in the way they want it today with genuine interaction.

Marc-Antoine Ross, co-founder and COO of SoftCity concluded: *"We are taking social networking one step further to provide a single location for software users and developers to interact as a community combined with the ability for developers to offer and users to purchase software armed with knowledge from the community. SoftCity citizens will benefit from the community resources plus earn cash and SoftDollars for providing the richest experience for all."*

Avanquest Software, which makes nearly 20% of its revenue over the Internet, expects to double its download sales in the next few years. The creation of SoftCity as a subsidiary of the group, based in Canada, is a **flagship of the group's innovation and avant-gardism on the Web**. For more information and to become a part of the first community for software enthusiasts, please visit www.SoftCity.com

About Avanquest Software

Avanquest Software (EPA: AVQ), is a world leader in developing and publishing software for business and households, in categories ranging from mobility to utilities by way of multimedia. Avanquest Software strives to ensure that all its software can interact, so that the convergence between the PC, Internet services and the intelligent telephone is as complete and secure as possible. The passion that drives our teams, the high technological added value of the software and the solid presence of the Group in North America, Europe and Asia make Avanquest Software one of the top 10 consumer software publishers in the world. Since it was established in 1984, the company has put innovation at the core of its business and invested heavily every year in research and development, supporting its teams of engineers scattered throughout France, the United States, Canada and China, working every day to create the best software today and tomorrow. Avanquest Software has been listed on Euronext since 1996. For any additional information, please visit these sites <http://www.avanquest.com> or <http://group.avanquest.com>.

About SoftCity

SoftCity is the first social commerce website dedicated to software enthusiasts. The online site merges a social media community with an online shopping marketplace to purchase software. SoftCity developers, users and experts interact in a community via the SoftCity Café that provides knowledge, expertise, and resources as well as a chance to earn SoftDollars, a virtual currency, to use in the SoftCity Marketplace. The Marketplace provides users the chance to try and buy software while earning more SoftDollars for each purchase. For the first time, software users have one online community for all their software needs. For more information and to become a part of the first community for software enthusiasts, please visit www.SoftCity.com

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