



Avanquest® software

AVANQUEST SOFTWARE TO PROVIDE CLOUD-BASED MOBILE SECURITY SOFTWARE TO MEMBERSHIP PLAN PROVIDER PROTECTCELL

Paris, October 20, 2011 - Avanquest Software (EPA : AVQ), a leading developer of consumer and OEM software for mobile devices, today announced an agreement to provide its Smartphone and tablet software suites to ProtectCell, a leading provider of device protection plans for wireless consumers.

These new cloud-based services will immediately extend ProtectCell's current offering by giving consumers whose device is lost or stolen the ability to lock and locate the device, and to wipe all the data off it if they choose.

Additionally, consumers can back-up the data on their device to the cloud so they can restore it or move it to a new device. More than 2,800 mobile devices are covered, including iPhones and Android-powered devices, BlackBerrys, Windows phones, as well as Symbian and J2ME devices.

Capabilities expected to be added in the months ahead include advanced tools for data migration, security against virus and malware attacks, safeguards against distracted driving, and multiple levels of child safety, including geo-location, geo-fencing, call blocking and real time parental controls.

The new Services Suites will be offered under the ProtectCell brand at their more than 3,000 independent wireless dealers in the U.S.

These new services, which draw on Avanquest's nearly three decades of software development experience, were demonstrated at the recent CTIA Enterprise & Applications 2011 Conference & Exposition in San Diego, and at the IQ Metrics 2011 Wireless Summit in Miami.



*"Avanquest has developed a comprehensive approach to mobile security that really fits our needs," said **Scott McLaren, president, ProtectCell.** "We see this as an opportunity to offer another valuable, differentiated service to our independent wireless dealers, and it gives their customers another reason to do business with them. We look forward to working with Avanquest in developing additional innovative services for the mobile security market."*

*"We are excited that ProtectCell has selected Avanquest's new cloud-based mobile security suites to enable them to deliver an all-in-one solution to their large national dealer network," said **David Wright, President, Avanquest Software OEM division.***

About ProtectCell

ProtectCell safeguards consumers' wireless lifestyles by offering valuable benefits and protection alternatives to limited warranties and standard insurance. Known for its strong alliances with industry-leading partners, ProtectCell continues to evolve in order to meet the growing demands of both consumers and independent wireless dealers. For more information, please visit <http://www.protectcell.com>.

About Avanquest Software

Avanquest Software (ISIN FR0004026714) is a world leader in developing innovative, high-quality software that creates added value for customers' products and services. Offering a large range of feature-rich and customized solutions, Avanquest's OEM division enables operators to generate more revenues from their networks and brings added value to connected and mobile devices, such as laptops, Smartphone and tablets. Avanquest Software has been listed on Euronext since 1996. For any additional information, visit <http://www.avanquest.com/USA/corporate/oem> or <http://about.avanquest.com>.

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