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**AVANQUEST SOFTWARE AND SED INTERNATIONAL EXPAND NETBOOK
SALES INITIATIVE**

**Wide-Ranging Software Bundle Differentiates Consumer Offering and Supports Retailer
Margins in the U.S. and Latin America**

CALABASAS, CA, November 4, 2009 –Avanquest Software (EPA: AVQ), today announced the expansion of its notebook and netbook sales initiative with SED International, a multinational distributor of leading computer technology, consumer electronics, cellular communications and small appliance products.

Building on the successful launch with netbooks through select channels, SED will now include the Avanquest Software Suite Premier bundle with notebooks and netbooks from some of the world's leading PC manufacturers, complete with carrying cases and other accessories. The Software Suite Premier includes more than a dozen software titles, all delivered on a 4GB USB drive. SED International distributes these and other products through more than 10,000 channel partners in the U.S. and Latin America.

“We’re seeing strong consumer interest in new notebooks and netbooks this fall, especially with the release of Windows® 7 last week. The 15 software titles supplied by Avanquest provide real value to the end consumer, which helps protect the margins of our channel partners,” said Jeff Charnote, Senior Product Manager at SED International. “We saw this work earlier this fall when we included this bundle with Netbooks on a limited basis through select channels, which is why we’re expanding this program to include all SED resellers.”

According to Gartner, overall PC shipments in the US totalled 17.8 million units in the third quarter of 2009, a 3.9 per cent increase from the third quarter of last year. Gartner anticipates renewed interest in hardware upgrades from consumers and small business during the holiday season as a result of Windows 7's release.

“Our goal in working with SED International has been to bring together the mix of personal productivity, information resource, and leisure software that gives consumers a reason to buy their next notebook or netbook through an SED channel partner,” said Roger Bloxberg, CEO, Avanquest North America. “The 15 titles we’ve assembled in our Avanquest Software Suite Premier bundle appeal to all demographic groups and buyer segments.”

The Avanquest Software Suite Premier USB drive bundle consists of Think Free Office 3, Berlitz Fundamental Express, Encyclopedia Britannica's Family Encyclopedia, Winway Resume Essentials, MyCheckbook, Greeting Card Factory Express 7, Cook'n Recipe Organizer, Brain Fitness, Crossword Puzzle Addict, Sudoku Puzzle Addict, Send Photos 5, Casino Poker, Casino Blackjack, AutoSave Essentials, and Fix-It Utilities Essentials.

Avanquest software products are also available at more than 10,000 U.S. and Canadian retail locations including Staples, Best Buy, Costco, Wal-Mart, OfficeMax, Target, Office Depot, Sam's Club, Micro Center, Army and Air Force Exchange, as well as from leading online stores including Amazon.com. For more information, visit: www.avanquest.com and www.novadevelopment.com.

About SED International, Inc.

Founded in 1980, SED International Holdings, Inc. is a multinational preferred distributor of leading computer technology, consumer electronics, cellular communications and small appliance products. The Company also offers custom-tailored supply chain management services ideally suited to meet the priorities and distribution requirements of the e-commerce, Business-to-Business and Business-to-Consumer markets. Headquartered near Atlanta, Georgia with business operations in California, Florida, Georgia, Texas, Bogota, Colombia and Buenos Aires, Argentina, SED serves a customer base of over 10,000 channel partners and retailers in the U.S. and Latin America. To learn more, please visit www.SEDonline.com.

About Avanquest Software

Avanquest Software (EPA: AVQ) is one of the world's leading software developers and publishers, with operations on three continents and marketing through Retail, Corporate, OEM and Direct-to-Consumer channels. Avanquest's presence in North America, consisting of Avanquest Software USA and Avanquest North America (which includes the Nova Development division), places it among the top ten retail software publishers in the United States. With more than 100 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 North American retail locations, on the Web, and through OEM partnerships. Additional information is at <http://about.avanquest.com>

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