



Avanquest® software



FOR IMMEDIATE RELEASE

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AVANQUEST SOFTWARE'S NOVA DEVELOPMENT SIGNS AGREEMENT WITH ANCESTRY.COM TO PUBLISH TOP-SELLING GENEALOGY SOFTWARE

CALABASAS, CA, February 17, 2010 – Nova Development, a consumer software unit of leading global software developer and publisher Avanquest Software (EPA: AVQ), today announced an agreement with Ancestry.com, making Nova the exclusive North American publisher for retail editions of the Family Tree Maker® 2010 line of genealogy titles.

“For more than 20 years, Family Tree Maker has been synonymous with the discovery of family history and the fun of genealogy research,” said Todd Helfstein, president, Nova Development. “We are especially proud and excited to have been named the publisher for this gold-standard product line.”

“A robust Family Tree Maker software offering is consistent with our mission of helping everyone discover, preserve and share their family history,” said Eric Shoup, Vice President of Product, Ancestry.com. “To that end we are delighted to be partnering with Nova Development, whose development and marketing expertise will serve to further enhance Family Tree Maker and expand its footprint at retail.”

For 2010, the Family Tree Maker products offer dozens of new features that make creating a multimedia family tree faster, easier and better than ever before, including enhanced integration with Ancestry.com, the largest online resource for family history. Other new features include:

- Improved organization - Enjoy new ways to organize photos and other media.
- Slideshows - Create slideshows from photos in your tree.
- Family books - Publish beautiful keepsakes and books to share with friends and family.
- Standard source templates - Cite the right information every time.
- A new person view - View relationships within the context of your entire family tree.
- Scanner support - Add photos directly from your scanner.
- Family migration paths - View timelines and interactive maps highlighting events and places in your ancestors' lives.
- Better Performance - Experience faster load times and navigation.

Family Tree Maker, the number one selling product in the genealogy software category, has three editions: Essentials, Deluxe and Platinum.

All three versions allow users to easily add records and images from the billions of available historical records at Ancestry.com and import data from other genealogy programs, including Personal Ancestral File, The Master Genealogist and Legacy Family Tree.

The Deluxe and Platinum editions include, respectively, the Standard Ancestry.com Reference Library DVD and the Deluxe Ancestry.com Reference Library DVD.

About Nova Development

Based in Southern California and founded in 1984, Nova Development is a market leader in consumer software for both Windows and Macintosh platforms. Nova Development is the retail publisher of best-selling software for desktop publishing, print creativity and many other purposes, as well as educational titles both for both children and adults. Nova Development was acquired by Avanquest Software in 2007. For more information, please visit <http://www.novadevelopment.com/> and <http://www.avanquest.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>

About Ancestry.com

Ancestry.com Inc. (Nasdaq: ACOM), the world's largest online family history resource, has digitized and put online over four billion records over the past twelve years. Ancestry users have created over twelve million family trees containing over 1.25 billion profiles. Ancestry.com has local Web sites directed at nine countries, including its flagship website at <http://www.ancestry.com/>.

Forward-looking Statements

This press release contains forward-looking statements. These statements relate to future events or to future financial performance and involve known and unknown risks, uncertainties, and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from those anticipated in these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," or "continue" or the negative of these terms or other comparable terminology. You should not place undue reliance on forward-looking statements because they involve known and unknown risks,

uncertainties and other factors that are, in some cases, beyond our control and that could materially affect actual results, levels of activity, performance, or achievements.

Factors that could materially affect actual results, levels of activity, performance or achievements, and our ability to execute on our business strategy include those listed under the caption "Risk Factors" of Ancestry.com's Prospectus dated November 5, 2009.

We assume no obligation to publicly update or revise these forward-looking statements for any reason, whether as a result of new information, future events, or otherwise.