



Avanquest® software

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AVANQUEST SOFTWARE'S NOVA DEVELOPMENT ADDS ICONIC KIDS ENTERTAINMENT BRANDS TO LEADING PRESCHOOL PC SOFTWARE CATALOG

Special Holiday Discount Available on Interactive Titles Featuring Dora the Explorer, Barney, Elmo and Go Diego Go!

CALABASAS, CA, December 2, 2009 – Nova Development, a consumer software unit of leading global software developer and publisher Avanquest Software (EPA: AVQ), today announced the largest release of premium PC software titles featuring the most popular kids entertainment brands in the company's history. To mark the occasion, the company also announced a limited-time 15% discount on the new high-quality interactive programs that give kids the fun of learning from such popular characters as Barney, Elmo, Dora the Explorer and Diego!

"Working together with the leading contemporary creators of children's characters, including Nickelodeon, Sesame Street and HIT Entertainment, the people behind Barney, we now offer a treasure trove of branded kid's content," said Roger Bloxberg, CEO, Avanquest North America. "Kids' eyes really light up when they see their favorite characters on the computer screen, and they spend hours interacting with them."

The five engaging new titles covered by the offer are available on DVDs containing both Mac and PC versions:

- *Dora Saves the Crystal Kingdom*, a greedy king has stolen the crystals that give Princess Allie's kingdom color. Preschoolers will have to help Dora and Boots locate the crystals and turn the pale gray kingdom back into a colorful wonderland before it's too late.
- *Dora the Explorer Lost and Found Adventure*, Dora and her friends are going to the park to put up a music show and follow it with a fun picnic. They're about to start the show when, oh no! Swiper shows up and swipes everything! Using math, problem-solving and language skills, children will help Dora and her friends find everything and give it all back so the music show and picnic can go on!

- *Go, Diego Go! Great Dinosaur Rescue & Safari Rescue* provides preschoolers with two complete rescue missions to allow them to experience a fascinating and magnificent adventure to Africa, plus the intriguing world of dinosaurs. Along with Diego, Juma, Baby Jaguar, and Alicia, children learn essential skills in math, reading, language, and science.
- *Barney: Secret of the Rainbow* includes games, workshops and missions that enable preschoolers to learn about numbers, shapes and colors and develop language, memory and problem solving abilities. As preschoolers complete each of the 12 activities, they unlock a color of the rainbow and restore the rainbow.
- *Sesame Street Elmo's World* provides 40 activities, 24 videos and 10 songs designed to foster imagination, creativity and discovery with games that automatically adjust to each child's skill level.

Offer details and product availability

The company's software products are available through many online and brick and mortar retailers; however, this special 15% discount is only available for purchases made through the company's website, novadevelopment.com. This offer may not be combined with any other offer or promotion, and there is a limit of one title per name or address. To get the discount, buyers must enter "Holiday" in the discount code box during checkout. The offer is available immediately and expires at midnight Pacific time on December 16, 2009.

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>