Avanquest®software

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AVANQUEST SOFTWARE'S NOVA DEVELOPMENT ANNOUNCES THE LARGEST QUARTER OF RELEASES IN THE COMPANY'S HISTORY

Limited Time Discount Announced on Dora the Explorer, Barney, Hallmark, HGTV, and Other Software Titles

CALABASAS, CA, November 11 – Nova Development, a consumer software unit of leading global software developer and publisher Avanquest Software (EPA: AVQ), today announced the release of the largest selection of new software titles and versions in the company's history, including *Sesame Street® Elmo's World™*, *Barney™ Secret of the Rainbow*, *Dora the Explorer™ Lost and Found Adventure*, *Hallmark® Card Studio®,* and *HGTV® Home Design & Remodeling Suite.* To mark the occasion, the company also announced a limited-time 15% discount on any one of the 18 new titles when purchased through the company's online stores.

"This is our biggest fourth quarter ever, so we wanted to mark the occasion with a discount that covers this wide range of titles, from software for kids and families to PC security to tools for building a website," said Roger Bloxberg, CEO, Avanquest North America.

The qualifying new titles include software for home improvements; family fun and entertainment; family crafts, photos and graphic design; computer diagnostics and repair; and website creation:

- *HGTV Home Design & Remodeling Suite 2.0, HGTV Home & Landscape Platinum Suite 2.0*

- *Sesame Street Elmo's World, Barney Secret of the Rainbow, Dora the Explorer Lost & Found Adventure, Dora Saves the Crystal Kingdom, Go Diego Go! ™ Great Dinosaur Rescue & Safari Rescue*

- *Greeting Card Factory® Deluxe 8.0, Hallmark Card Studio 2010, Hallmark Card Studio Deluxe 2010, Print Artist® Gold 23,* and *Print Artist Platinum 23, Photo Explosion® 4.0, Photo Explosion Deluxe 4.0*

- *WebEasy® 8, Double Anti-Spy™ (1-user and 3-user versions),* and *Marine Aquarium™ Deluxe Screensaver*

The discount is available on any one of these 18 titles purchased as a download or as boxed software through avanquest.com, novadevelopment.com and hallmarksoftware.com. To get the discount, buyers must enter "Thanksgiving" in the discount code box during checkout. The offer is available immediately and expires at midnight Pacific time on November 29, 2009.

So far this quarter the company has released eight new products, including *Double Anti-Spy* 1-user and 3-user versions and kids' software titles *Sesame Street Elmo's World, Barney Secret of the Rainbow, Dora the Explorer Lost & Found Adventure, Dora Saves the Crystal Kingdom,* and *Go Diego Go! Great Dinosaur Rescue & Safari Rescue,* along with *Marine Aquarium Deluxe Screensaver,* ideal for home or office.

During the quarter, 10 titles have been updated and improved, including home and family software titles *Greeting Card Factory Deluxe 8.0, Hallmark Card Studio 2010, Hallmark Card Studio Deluxe 2010, Photo Explosion 4.0*, and *Photo Explosion Deluxe 4.0*. In addition, *HGTV Home Design & Remodeling Suite 2.0* and *HGTV Home & Landscape Platinum Suite 2.0* are newly updated, as are graphics programs *Print Artist Gold 23* and *Print Artist Platinum 23,* in addition to *WebEasy 8* for website creation and deployment.

Highlighted new products

Go Diego Go! Great Dinosaur Rescue & Safari Rescue gives kids two rescue missions to Africa filled with action and adventure. As they interact with Juma, Baby Jaguar, and Alicia, children learn fundamental math, reading, language, and science skills.

The two new HGTV titles, *HGTV Home Design & Remodeling Suite 2.0* and *HGTV Home & Landscape Platinum Suite 2.0,* offer drag-and-drop simplicity so users can design the addition or improvement that's perfect for their home.

WebEasy 8 includes e-commerce tools so individuals and businesses can create webstores without needing to have programming or technical skills. Step-by-step, easy-to-use wizards and more than 500 templates make it drag-and-drop simple for individuals and businesses to build and deploy a site or online store. Tools for search engine optimization are included, too.

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 websites, www.avanquest.com, www.novadevelopment.com and www.hallmarksoftware.com. All purchases must be made before midnight on November 29, 2009. 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 receive the discount, buyers must enter "Thanksgiving" in the discount code box at checkout.

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