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Media Alert

More than 50,000 photos printed in a single weekend with FreePrints The application's success demonstrates renewed interest in quality photo printing



*Just one month after it was launched in France, **FreePrints by Avanquest** reached the threshold of 250,000 photos printed.*

Between Friday the 17th and Sunday the 19th of January, 51,000 photos were ordered in a single weekend. Moreover, the application is now positioned among the Top 15 free mobile apps in the Photo & Video category.

This success demonstrates the genuine interest users have in sharing their photos other than on a screen so long as it is easy, fast, high-quality and free.

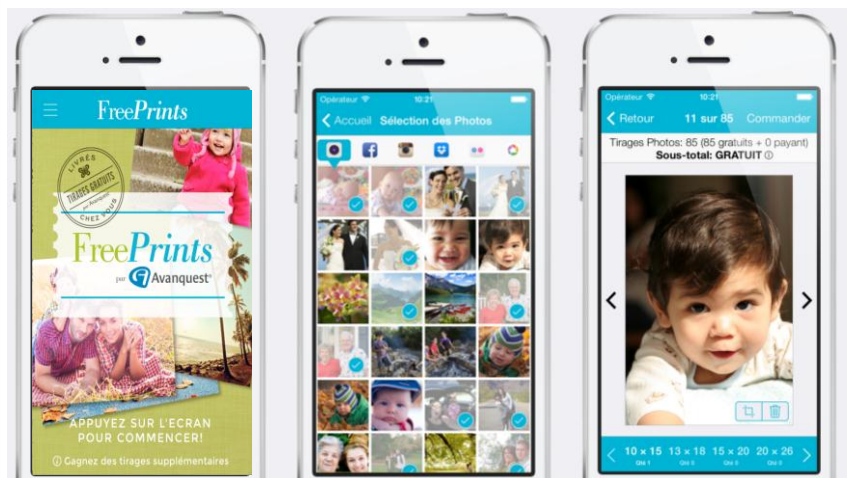
FreePrints by Avanquest is a free application for smartphone, iOS and Android that lets you print up to 85 photos a month (or 1000 free photos per year). You pay only shipping costs, which range from €1.99 for 10 photos to €7.49 for 85 photos. It's the easiest and least-expensive solution for printing your photos!

FreePrints by Avanquest is one of the first products developed as part of the Group's new strategy; one of the main focuses of that strategy is personalised digital creativity.

Stop keeping your photos in your smartphone; just keep the right application: Freeprints by Avanquest.

Useful information:

- 85 photos (10x15 cm) printed free every month
- Prints in other formats (13x18, 15x20, 20x26, 20x30, 25x38, 30x45, 61x91, 76x101) at super-competitive prices
- Additional photos can be earned by social-media sponsorship (up to 17 photos per month)
- Available on iOS and Android



About AVANQUEST

Founded 30 years ago, Avanquest today is the leading French actor specializing in publishing software applications on PC, tablets, smartphones, TV and social networks and is among the top 10 consumer software publishers worldwide. With offices on 3 continents (North America, Europe and Asia), the Group has sales of more than 100 million euros, with more than 80 of that international. An innovative company, Avanquest relies on a team of 500 employees, with a hundred of those dedicated entirely to R&D. In 2014, Avanquest is focusing its efforts on deploying new solutions in two rapidly expanding markets: **Personalised Digital Design and Connected Objects**. Avanquest has been listed on the NYSE Euronext since 1996.

Press contacts:

AVANQUEST
Ziad GEBRAN
+33 (0)1 41 27 19 82
zgebran@avanquest.com

THE DESK
Marine DUFOUR
+33 (0)1 40 54 19 67
m.dufour@thedesk.fr