

## Avanquest Software expands in North America with the opening of a new R&D subsidiary in Montreal

**The Group pursues its proactive development strategy  
thanks to the maintenance of a good activity level  
and a secure financial situation**

**La Garenne-Colombes, France - October 21, 2008**

[Avanquest Software](#), a world-leading developer and publisher of consumer software and business solutions, today announced the opening of a new Research and Development Centre subsidiary located in Montreal, Canada, to support the company's existing engineering teams in France, the United States and China.

*"For more than twenty years, Bruno Vanryb and I have focused our priorities on innovation" commented Roger Politis, co-founder of Avanquest Software and Managing Director in charge of the Group's Research & Development. "In addition to being geographically and culturally close to our major economic centres (Europe and United-States), Canada is also economically competitive: the presence of a large and highly skilled bilingual population at competitive wages was a determining factor in making our decision to open this new R&D facility."*

### **An economic pole at the leading edge of new technologies**

Montreal is recognised as a city of innovation with a rich resource of young computer specialists on the cutting edge of new-generation technologies, especially in multimedia and on the Web.

In keeping with the philosophy that makes Avanquest successful, namely the delivery of consistent innovation in software design, functionality and value, the three R&D teams that are being set up in Montreal will contribute to the following key missions:

- Design highly innovative software components, that will be integrated by other engineering groups in new generation software, within the fast-growing categories of mobility, networking, utilities and security; as always, the final objective is to bring more innovative and effective software solutions to companies worldwide.
- Develop web code and content based on cutting-edge technologies such as Flex or Silverlight, to support and increase online sales in synergy with the other distribution channels.
- Implement the highly innovative online "Community Project" to both strengthen Avanquest's relationship with its customers and offer a brand new range of high value-add services to software companies and start-ups.

Montreal based Carl de Billy, who joined Avanquest Software in September 2008, will be leading this facility. The Group's objective is to build a workforce there of around 100 engineers within three years.

## Maintenance of a good activity level and a secure financial situation

As during the economic slowdowns of 1993 and 2002, the group has simultaneously reduced its operational costs and reinforced its strategic investments to take advantage from the current crisis and strengthen its positions.

The opening of this facility will enable not only to favour innovation but also to accelerate the launch of new software titles: worldwide launch of AutoSave Essentials and of SendPhotos by the end of 2008; new versions of Fix-It Utilities and WebEasy Pro will be launched in the UK and the US in November 2008, to be followed by a European launch at the beginning of 2009; and from the first quarter of 2009, major US bestsellers, such as Greeting Card Factory and Print Artist will be sold in localised versions throughout Europe.

This strategy is backed by a healthy financial situation: recovery of the group's results and solid financial structure.

In a difficult economic environment, Avanquest Software maintains a level of activity in line with its objectives. The United States even continue to over-perform with sales significantly above expectations.

Moreover, Avanquest Software remains preserved from possible risks of credit crunch as the recent short term \$10 million credit line obtained with an American bank of Asian origin proves.

For Bruno Vanryb, President & CEO and co-founder of Avanquest Software, *"the opening of this subsidiary illustrates the proactive strategy of our Group as well as of our confidence in the future. In the context of the global financial crisis, it is imperative to chart a course that adopts both a careful defensive strategy with strict control of expenses, allied to a forward-looking offensive that maintains an investment in the areas which will assure growth and profitability of the company. Our new R&D centre will be in charge of several projects that constitute the cornerstone of the Group's 2008-2009 strategy,"*

All these positive elements will be developed on the occasion of the presentation of the group's half-year earnings on November 13th, 2008.

## Next announcement: half-year earnings on November 13th, 2008

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### About Avanquest Software

Avanquest Software is one of the world's leading software publishers, marketing its software titles developed in-house or by developer partners via multiple sales channels on three continents – North America, Europe and Asia. Avanquest Software addresses the general public through its Retail, Online and Direct-to-Consumer channels; businesses through the Corporate channel; and key players in mobile telephony and IT through OEM (Original Equipment Manufacturers) licenses. With 600 employees and approximately 180 engineers in Research and Development distributed between France, China and the United States, the company is committed to constant innovation. Avanquest Software is listed on Euronext (ISIN FR0004026714) since December 1996. Additional information is available at <http://www.avanquest.com> or <http://about.avanquest.com>.

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