



ASUSTeK and Avanquest Software Announce App Download Store for Eee PC™ - Netbooks Running on Windows XP

Designed and Hosted by Avanquest, Asus [Eeedownload Store](#) Showcases Avanquest's Popular Business and Consumer Software Titles

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Avanquest Software, a leading global software developer and publisher, and ASUSTeK Computer Inc. (ASUS), the innovative PC market leader, announced today the availability of more than 300 consumer and business software titles in the [Eeedownload Store](#), a dynamic and easy to use new online store for users of Eee PC running on Windows. **Designed and hosted by Avanquest, the new App Store extends the relationship between Avanquest and ASUS, begun initially with the pre-loading of 3G Connection Manager developed by Avanquest on 3G-enabled netbooks in the Eee PC line.**

The [Eeedownload Store](#) illustrates a new generation of online products and services developed by Avanquest Software, perfectly in line with the evolution of the industry, and reflecting the convergence between mobility and internet.

“The creation of an App Store is a strategic move for ASUS, as the Internet and corresponding services such as EeeStorage, are the cornerstone of today’s pervasive computing,” said Ellis Wang, Software PM Director from Asus. **“We have searched for a partner proposing an extensive range of innovative software and found Avanquest as a natural choice, given our shared commitment to innovation and delivery of leading-edge technologies to consumer and business users of PC products worldwide.”**

Directly accessible from an icon integrated into the “Docking bar” of every Eee PC, Asus [Eeedownload Store](#) showcases the professional and general public software range published by Avanquest Software towards a broader audience. Eee PC users have immediate access to the wide range of Avanquest developed and published consumer and business titles, including new releases, best sellers and special promotions. Users can download free evaluation versions of selected software titles and order boxed products for postal delivery, all with a 15 day return policy.

“We are very happy with the continued confidence Asus has placed in us through the agreement to build and manage the new Eee PC app store,” said David Wright, President of the Avanquest Product Design Group. **“ASUS has revolutionized the PC market with the netbook and we are very happy and privileged to have as our partner a company that so clearly shares our vision of the future.”**

According to IDC, netbooks sales are estimated to grow at 80% over the next five years to 480 million units in 2012. ASUS, as the pioneer in this market, maintains a leading position with its widely acclaimed Eee PC product range.

Available in English, French, German, Spanish and Italian, the Eeedownload Store is accessible at <http://win.eeedownload.asus.com>.

About ASUS

ASUS is a leading company in the new digital era. With a global staff of more than ten thousand and a world-class R&D design team, the company's revenue for 2008 was 8.1 billion U.S. dollars. ASUS ranks among the top 10 IT companies in BusinessWeek's "InfoTech 100", and has been on the listing for 11 consecutive years. ASUS was also selected by the Wall Street Journal Asia as No.1 in quality and service.

About Avanquest Software

Avanquest Software 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. With 500 employees and approximately 150 engineers in Research and Development, the company is committed to innovation in the design, development and publishing of easy-to-use and affordable software. 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>.

Contacts

Thierry BONNEFOI – Investor Relations

Tél.: +33 (0)1 41 27 19 74 - e-mail: tbonnefoi@avanquest.com

Nicolas SWIATEK – Press Relations

Tél. +33 (0) 1 56 76 58 36 – e-mail : nswiatek@avanquest.com

Christine SAUVAGET – Communication

Tél. +33 (0) 1 41 27 19 82 – e-mail : csauvaget@avanquest.com



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