Avanquest Software partners with MakeMeReach
to develop monetization of its applications on Facebook

The software developer and the specialist in designing and monetizing Facebook applications will launch apps optimized to generate recurring revenues on the social networks

Paris, February 28, 2012 – <u>Avanquest Software</u>**, developer and publisher of multiplatform software and applications, and** <u>MakeMeReach</u>**, a specialist in the Social Media and the world's first agency to become both a** *Facebook Preferred Developer Consultant, Ad Provider and Ads API Provider***, three prestigious distinctions awarded by Facebook to reward the world's top professionals, are announcing that they have started a collaboration to develop a new application based on the popular and recurring theme of learning the traffic code. The launch is planned for late March 2012.**

Since joining forces with Micro Application, Avanquest Software has been France's leading consumer software publisher and the unchallenged leader in traffic-code learning titles on all platforms *(PC, Mac, Tablets, Mobile phones, Connected televisions, etc.).*

An initial approach has already gone ahead on Facebook with "*Code de la Route: le Défi*" in late 2010, which was a resounding success: 1.3 million users since the first month, and more than 130,000 fans!

This has enabled the Group to enhance its visibility in an always booming segment and to generate additional sales on the other platforms where the Traffic Code is available.

With MakeMeReach, the objective is to transform the trial and go beyond creation of visibility and name recognition to monetizing applications developed specifically on Facebook.

"The social networks have become platforms on which it is possible to generate revenues, either by selling additional 'in app' content or by developing traffic through carefully targeted advertising, not only for games but also for other applications that contribute real added value to consumers," **according to Philippe Olivier, COO in**

charge of multiplatform applications development at Avanquest Software. *"The incredible success of our first Highway Code application, which has attracted 6.5% of the French people on Facebook, our unchallenged expertise in this area, and the obvious synergy between the Facebook audience and our target have led us to push the experiment further and get in touch with a globally recognized expert in the development and monetization of applications and traffic on Facebook."*

Working both in application development and communities management, MakeMeReach is also a specialist in advertising and traffic monetization.

"Facebook has become essential for creating name recognition and getting close to users, but it is also a fantastic vehicle for opportunities in terms of revenues," **comments Pierre-François Chiron, CEO of MakeMeReach**. *"We are delighted to be able to help Avanquest Software make this essential breakthrough for any applications publisher, because having heavy traffic and millions of users is a threshold you have to cross. All our expertise is focused on the profitability of operations of this type, and together we are working on optimizing both Avanquest's applications and its campaigns to create even more higher-performance applications that generate recurring revenues."*

This first joint development, focusing on the French market, is one step in Avanquest Software's desire to launch its applications on all platforms (PC, Mac, tablets, Smartphones, connected TVs, social networks, etc.). It will be followed by worldwide launches of other innovative applications.

About Avanquest Software

Avanquest Software (EPA: AVQ), is a world leader in developing and publishing software applications on all platforms whether it is a PC, a Tablet, a Smartphone, a TV or a Social Network. The passion that drives our teams, the high technological added value of the software and the solid presence of the Group in North America, Europe, and Asia make Avanquest Software one of the top 10 consumer software publishers in the world. Since it was established in 1984, the company has put innovation at the core of its business and invested heavily every year in research and development, supporting its teams of engineers scattered throughout France, the United States, and China, working every day to create the best software today and tomorrow. Avanquest Software has been listed on Euronext since 1996. For any additional information, please visit http://about.avanquest.com or http://group.avanquest.com.

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About MakeMeReach

MakeMeReach (http://www.makemereach.com) is the largest Facebook application adnetworker in France. Launched in September 2009 by Pierre-François Chiron, it has shown a skyrocketing growth from its very first weeks of activity. Following the success of its advertising platform services, MakeMeReach expanded its offer with the launch of the Social Media Marketing platform, developing custom applications, designing, managing and promoting pages, but also assist brands in their social strategies.

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