



Avanquest® software

Avanquest Software Announces Collaboration with Intel® Corporation

Avanquest Software's flagship titles will be marketed on the Intel AppUpSM center

Paris, June 4, 2012 – Software developer and publisher **Avanquest Software** has announced having signed a collaboration agreement with Intel® Corporation for the marketing of Avanquest Software's flagship titles on the Intel AppUpSM center in France.

The Intel AppUpSM center was designed as a multi-platform software and PC applications digital storefront, favoring a convergence approach, an area where Avanquest is completely at home.

Initially, about a dozen software titles from Avanquest Software will be available on the Intel AppUpSM, covering topics as diverse as architecture (*Architecte 3D*), informal learning (*Atout Clic*) and the highway code, as well as photo editing and sharing (*Photo Explosion*), multimedia (*Easy Slide Show*, *Interactive Guitar Workshop*) and PDF creation and editing (*Expert PDF*).

"We are delighted to offer an extensive selection of our flagship software on the Intel AppUp center," commented Ayoub Abbasbhay, Multimedia Technical Director, Avanquest Software.

"Initially we will feature 13 PC titles in France which we have carefully selected together with Intel to best meet the demands of its users. We are determined to develop our offer quickly with even more innovative software and apps in the coming months by taking full advantage of the unique features of the Intel applications store and its approach of convergence among platforms."

"We are glad that a software developer and publisher like Avanquest has agreed to participate in the IntelAppUp center program," said Camilo Rodriguez, Portfolio Manager, AppUp Products and Services, Intel Services Division.

"A collaboration that is able to meet our customers' needs in many software categories, with best-selling titles, is a real plus for Intel. These general-interest and consumer titles are a first step, and we will continue working on additional software and applications that will be added to Intel AppUp center before the year is out."

This relationship is part of Avanquest Software's dynamic of expanding the marketing of its titles to all consumer-oriented online software sales platforms as a complement to direct sales on the Group's Web site and offline distribution.



CONTACTS

ANALYSTS - INVESTORS
Thierry BONNEFOI
+33 (0)1 41 27 19 74
tbonnefoi@avanquest.com

COMMUNICATIONS
Christine SAUVAGET
+33 (0)1 41 27 19 82
csauvaget@avanquest.com

MEDIA RELATIONS
Nicolas SWIATEK
+33 (0)1 56 76 58 36
nswiatek@avanquest.com

CODES
Ticker : AVQ
ISIN : FR0004026714