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Zoner Software enters the Italian Market

(Brno, Czech Republic, September 1, 2009) — Zoner Software, a leader in digital photography and graphics software solutions, today announced the launch of the Zoner Photo Studio 11 in Italy (www.zoner.it).

Zoner Software has entered the Italian market in cooperation with a new distributor, Avangate Italia, one of the most dynamic IT companies in Italy. *"When we were setting our conditions for selecting a partner in Italy, we emphasized several criteria. They included, for example, experience with distribution of a non-competing product, an established business history, the ability to offer technical support in the given region, work with their own dealer network on a systematic basis, and positive references from the IT industry,"* said Pavel Minar, Zoner Software's Managing Director.

Zoner Photo Studio 11 is now available in 8 languages worldwide, including English, German, Russian, Czech, Traditional Chinese, Simplified Chinese, Japanese and Italian. This wide availability enables Zoner Photo Studio 11 customers to work natively in their local language. At the same time, Zoner Software's partners are thus provided with a flexible multilingual product that helps them compete in a global marketplace.

"Given Zoner Software and Avangate Italia's strength in photography and in distributing ICT products, this partnership really makes sense for our customers. We look forward to working together to meet their needs, and to come closer to Italian users."

About Zoner Photo Studio

www.zoner.it

Zoner Photo Studio is comprehensive software for work with digital photographs. It includes all the tools users need for photo processing, including editing, creating effects, organizing, archiving, publishing and sharing their work. Zoner Photo Studio was the first comprehensive digital photo processing software to include support for GPS and for creating 3-dimensional pictures.

About Avangate Italia

www.avangate.it

This Value Added Distributor is specialized in distributing high-quality ICT products, including hardware and software, developing web and software solutions, providing internet and technical services. Through an extensive network of resellers, professionals and partnership companies Avangate Italia offers quality products and services which are highly acclaimed in the market. Its customers cover a wide spectrum which include global enterprises, regional companies, public utilities, Educational, Government, a large number of SMBs, and consumers all over Italy.

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