

PRESS RELEASE 04/2010

Zoner Software, Brno, Czech Republic

Zoner Software Commences Retail Sales on the Russian Market

(Brno, Czech Republic, April 28, 2010) - Today, on April 28th, 2010, Zoner Software has entered a major new sales region: the Russian retail market. This has been made possible thanks to the distributor network of our new partner, CPS. From today forward, fully localized boxed version of Zoner Photo Studio 12 can be purchased in the major Russian retail chains. Zoner Photo Studio 12 is a program for managing, editing, and sharing digital photos. Both editions of the program - Zoner Photo Studio Home and Zoner Photo Studio Professional - are available.

Zoner Software's main criterion during their selection of a Russian retail partner was local market experience; CPS has been active for several years. Another factor was the partner's prestige, and as the distributor of many world-famous brands, CPS abounds in it. Finally, this company distributes not only in Moscow and St. Petersburg, but also throughout the Commonwealth of Independent States.

"Zoner Software is aware that customers need an individual approach and need to be provided a maximum number of paths to their products. The company firmly believes that the boxed version of this already well-loved product will bring many new customers. The boxed version is also a tool for increasing Zoner Software's brand visibility and awareness on the Russian market," says Pavel Minar, head of Zoner Software's software division.

The introduction of Zoner Photo Studio on the Russian retail market is, in the end, the logical way forward after the several years of activities in Russia that the company already has to date.

About Zoner Photo Studio

Zoner Photo Studio is comprehensive software for work with digital photographs. It accompanies users throughout the whole cycle of photo processing, including acquiring, editing, touchups, creating effects, and 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 3D pictures.

Contact:

Eva Bartova

Zoner Software Marketing

eva.bartova@zoner.com