

Avangate powers up the Intel® Business Exchange Software Store in Europe

Software vendors World Wide have a new, secure sales channel for selling software to European countries

Amstelveen, The Netherlands – May 14, 2009 - [Avangate](#), full service provider of electronic software distribution and reseller management solutions for software vendors, today announced the launch of the Intel® Business Exchange Software Store in Europe, a market place for which Avangate provides the hosting, billing and process execution. The service is inaugurated today with the Intel® Business Exchange Software Store www.intel.co.uk/ibx and the Intel® Business Exchange Software Shop www.intel.de/ibx localized for the UK and Germany respectively, with a dedicated www.intel.fr/ibx for the French market to follow by the end of the month.



The Avangate e-Commerce platform is the core engine of the European Intel® Business Exchange; software vendors selling products via the Intel® Software Stores benefit from Avangate services across the board, from reliable transaction processing and fast electronic software delivery to shopper support. The Avangate platform also comes with a powerful management console for easy product management, full access to end customer information and real time sales reports. End-customers - businesses and consumers alike - enjoy a secure, user-friendly shopping experience and multiple payment options, complemented by 24x7 phone and email support from Avangate on payment and order related issues.

“From day one, Avangate has been a great partner in building this service. The team’s insight, flexibility and commitment have proven invaluable to the successful creation of three Intel® Business Exchange sites across Europe. Avangate will continue to play a critical role in the success of this initiative in the future,” said Wolfgang Petersen, Director SSG – Developer Relations Division, at Intel EMEA.

“Avangate is excited to be part of this significant project and manage all operations related to the Intel® Business Exchange Software Stores in Europe. It is also an opportunity to demonstrate the breadth, scalability and flexibility of our e-commerce solution and the ability to be at the forefront of the latest trends in online software distribution,” commented Carmen Sebe, CEO of Avangate. *“We are also enthusiastic that we can offer our current clients immediate access to an additional sales channel that leverages the strong Intel brand to sell software online in Europe. This action ties in with our strategy of providing vendors with top marketing services encompassing localized exposure for their products.”*

To become a vendor in the Intel® Business Exchange Software Stores, software companies need to register at <http://www.avangate.com/ibx>. Avangate clients benefit from complete business process and platform integration with the Intel® Business Exchange.

About Intel

Intel (NASDAQ: INTC), the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com.

About Avangate

Avangate provides electronic software distribution and reseller management solutions assisting software vendors worldwide sell and promote their software online as well as through channel and distribution networks.

Tailored for software sales, the company's offer includes a full-featured, secure eCommerce platform, results-driven web marketing services, an affiliate network and the ARMS reseller management system. Avangate's expertise in the software business can help vendors increase their visibility on the Internet, maximize access to additional selling channels and generate software sales online and offline.

More information can be found on the corporate website, at www.avangate.com, and on the company's blog, at <http://blog.avangate.com/>

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