Avanquest®*software*

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NEW HALLMARK CARD STUDIO 2010 SOFTWARE TITLES RELEASED FOR THE HOLIDAYS BY NOVA DEVELOPMENT UNIT OF AVANQUEST SOFTWARE

Best-Selling Hallmark Cards Software Helps Busy Families Make the Most of the Holidays with Cards, Gifts, and a Planner to Manager it All

CALABASAS, CA, November 9, 2009 – Nova Development, a consumer software unit of leading global software developer and publisher Avanquest Software (EPA: AVQ), today announced the release of Hallmark Card Studio 2010 and Hallmark Card Studio Deluxe 2010. These new versions update the top-selling card software with more designs, images, and sentiments so families can create and print customized Hallmark cards and calendars from home.

"With families so stretched this year, we know this is going to be an especially busy holiday. That's why these new releases include even more ways for people to design and create professional, personalized cards from home anytime," said Todd Helfstein, president, Avanquest North America. "But Hallmark Card Studio software includes much more than just cards. You can create custom calendars, stationery, photo frames, certificates, invitations, and scrapbooks. There's even a planner to manage it all and keep track of birthdays, anniversaries, and special events throughout the year."

Hallmark Card Studio 2010 and Hallmark Card Studio Deluxe 2010 include thousands of Hallmark cards and projects for all occasions, plus an exclusive graphics library, Hallmark fonts and sentiments. Hallmark Card Studio Deluxe 2010 adds more of all of these, plus improved photo editing. The interface to both has been made even easier to use and more engaging, and a note-writing guide provides tips and suggestions to craft the perfect personal message. The custom cards, calendars, stationery, photo frames, certificates, invitations, and scrapbooks created can be given as gifts, mailed, or e-mailed.

Hallmark Card Studio runs on PCs with Windows® XP, Windows Vista® or Windows® 7 and has been the best-selling greeting card software for several years in a row.

According to Kaylen Greer at Hallmark Cards, Inc., "Over the years we've developed many different lines of cards and gifts. Hallmark Card Studio 2010 and Hallmark Card Studio Deluxe 2010 include designs and sentiments drawn from across a broad range of exciting Hallmark products so that users can create the perfect card or gift with exactly the right message." Added Greer, "You might say that we've put a wealth of Hallmark creative talent right at your fingertips."

Avanquest and Nova Development software products are available at more than 10,000 U.S. and Canadian retail locations including Staples, Best Buy, Costco, Wal-Mart, OfficeMax, Target, Office Depot, Sam's Club, Micro Center, Army and Air Force Exchange, as well as from leading online stores including Amazon.com. For more information, visit: www.avanquest.com and www.novadevelopment.com.

About Hallmark Cards, Inc.

Kansas City-based Hallmark has been helping people communicate, celebrate and connect for nearly 100 years. Hallmark greeting cards and other products can be found in more than 41,500 places in the U.S. alone, with the network of Hallmark Gold Crown stores providing the very best selection. The Hallmark brand also reaches consumers online at Hallmark.com and on television through Hallmark Hall of Fame original movies and the top-rated Hallmark Channel. In addition, Hallmark publishes products in more than 30 languages and distributes them in 100 countries across the globe. The company's Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. In 2008, privately held Hallmark reported consolidated net revenues of $4.3 billion. For more information, visit http://corporate.hallmark.com.

About Nova Development

Based in Southern California and founded in 1984, Nova Development is a market leader in consumer software for both WINDOWS and Macintosh platforms. Nova Development is the retail publisher of best-selling software for desktop publishing, print creativity and many other purposes, as well as educational titles both for both children and adults. Nova Development was acquired by Avanquest Software in 2007. For more information, please visit http://www.novadevelopment.com/ and http://www.avanquest.com.

About Avanquest Software

Avanquest Software (EPA: AVQ) is one of the world's leading software developers and publishers, with operations on three continents and marketing through Retail, Corporate, OEM and Direct-to-Consumer channels. Avanquest's presence in North America, consisting of Avanquest Software USA and Avanquest North America (which includes the Nova Development division), places it among the top ten retail software publishers in the United States. With more than 100 software titles, the combined companies offer one of the largest and most diversified product portfolios in the software industry, available at more than 10,000 North American retail locations, on the Web, and through OEM partnerships. Additional information is at http://about.avanquest.com