



PRESS RELEASE

SUCCESSFUL EXPANSION

Download.chip.eu experiencing swift growth – now also in China

Munich, 6 November 2007 – It is a unique international project in the field of Freeware and Shareware Downloads – and an incredibly successful one at that: In February 2007, Download.chip.eu started with 4,000 approved downloads available on its site. Today, there are over 54,000 items available for download across Germany, United Kingdom, Poland, Czech Republic, Romania, Hungary, Russia and Turkey. The latest addition is China, the first non-European country.

The latest addition to Download.chip.eu – the Chinese section – already boasts over 2,000 approved programs available for download, complete with Chinese descriptions. This number is increasing daily thanks to the growing Chinese Community active on the site. As with the offerings from other countries within Download.chip.eu, all software available on the site is supported by a regional Country Manager, offering editorial support and software approval. All regional teams, including the one located in Beijing, check to ensure that all content is virus free, licence terms are met, and that any legally enforced requirements are adhered to. The Download.chip.eu head office in Munich, Germany, oversees the management of the extensive databases.

Download.chip.eu lives from its users: Each registered user can recommend programs for acceptance on the site and can write reviews on their favourite, or not so favourite programs. Recommending 20 programs which are approved by the local editorial team, or by writing over 65 reviews, can help users achieve Expert Status. Download.chip.eu currently has over 290,000 registered users across 9 countries, from which over 140 have reached Expert Status. These users have also submitted over 25,000 reviews offering visitors to the portal orientation with regards to the quality of the content they wish to download.



“Through integrating the users into the site, there is the theoretical chance to see the growth rate rocket“ states Thomas H. Kaspar, Portal Director of Download.chip.eu. As the innovative mind behind the portal, he openly concedes that “We are slightly surprised ourselves at how quickly the users from all the countries are expanding our database“.

The opening up of the Chinese market is an important step in the growth and development of the portal. However, the main international success factor for Download.chip.eu as Kaspar mentions is “The quality of the offering“. Every user, independent of their location, can download free content from Download.chip.eu safe in the knowledge that it will be virus free and has met both the high quality standards of the site and the legal requirements for their country.

Information for Editors:

This press release and further information can be found at www.chip-xonio.de.

About Download.chip.eu:

Download.chip.eu (www.download.chip.eu), the international Download Community is the first international platform that systematically combines user generated content with Editorial competence. Users of Download.chip.eu can download free software and programs, or even recommend their own content to be included on the site. Users have access to reviews written by both other users and editors, and can also submit their own reviews. Questions can also be added to specific software by users, who can then also search the large reply section to find answers to those annoying problems. All software which can be found on Download.chip.eu is, without exception, either freeware or shareware.

Download.chip.eu has been developed as a user driven platform. Nevertheless, all download recommendations to the site are checked by a local editorial team before being released. This allows users to rely on the highly competent editorial teams to ensure the usability and functionality of the software and to make sure that it is virus free.

Download.chip.eu started in 2007 in eight languages in eight European countries - namely Germany, United Kingdom, Russia, Poland, Czech Republic, Romania, Hungary and Turkey. The goal of the CHIP Online Community is to reach 15 million users with broadband internet connections in the major cities worldwide.



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