

INCOMEDIA to exhibit at Gamescom 2011

Ivrea, 27 July 2011 - further to two years of successful presence at Gamescom, the leading European software developer Incomedia, will exhibit at this year's fair in Cologne. Gamescom is one of the largest exhibitions for interactive games and entertainment and will provide Incomedia the opportunity to present their web editor software solution, WebSite X5, to a wider audience.

Gamescom effectively brings together the worlds of industry, trade and media, and offers an ideal framework for gaining new business contacts and strengthening existing ones. With its unique atmosphere in the entertainment area, Gamescom is also an optimal marketing platform for communicating brands and products.

With its flagship product WebSite X5, awarded "Best Software Product 2010" at RetailVision Europe and "Software of the Year 2010" at Softwareload, Incomedia's global expansion will go on from strength to strength. Incomedia is going to take advantage of the Gamescom's B2B potential and present WebSite X5 to German business partners and prospective customers at the Marketpoint. This is the best opportunity to prepare for upcoming news and events in 2011, Christmas business, and possible co-operations with partners.

Gamescom will take place at the Cologne Exhibition Center, from 17th to 21st August 2011. The business area will be open for trade visitors from August 17th to 19th and the Incomedia stand will be located in the Marketpoint Hall 4.2 Stand B 029.

About INCOMEDIA:

Incomedia is a leading independent developer and publisher of multimedia software for the PC. Founded in 1998, Incomedia is privately owned and headquartered in Italy.

Incomedia's flagship product WebSite X5 was developed with the aim of bringing high-end website creation software at affordable prices to home, business and education users. The software is designed specifically for users who want to publish high-quality websites, online shops, and blogs with a professional look and feel in just 5 steps. It is completely visual with users requiring no HTML programming skills; all users need to know is what they want to say and WebSite X5 takes care of the rest. It is currently available in 18 languages including English, German, French, Spanish and Italian. At present WebSite X5 is sold in over 40 countries and has over 200 favorable reviews globally.

INCOMEDIA is looking forward to welcoming interested business customers at Gamescom in Cologne. Visit us at Marketpoint in Hall 4.2, Stand B 029.

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