

INCOMEDIA enters the Brazilian market: the new WebSite X5 Evolution 10[®], available in the Brazilian language, will be soon on the shelves of all the main Brazilian retailers.

Ivrea (Italy) May 22nd, 2013 – Incomedia strengthens its presence in the Brazilian market, signing a contract of collaboration with 4M Iberoamerica. Thanks to this co-operation, WebSite X5 Evolution 10[®], the very latest version of Incomedia's multi-awarded web editor, was released in April in Brazil and will be distributed in the whole country by the new partner, Boxware.

The co-operation agreement was formalized during the CeBIT 2013 IT Fair at Hannover between Federico Ranfagni, founder and CEO of Incomedia, and Ralf Germer, General Director of 4M. Its goal is to enter the Portuguese-speaking markets, with a particular interest in Brazil. Federico Ranfagni, CEO of Incomedia, said: "The Brazilian market has 83 million internet users and is growing almost four times faster than the English market. Brazilians are very creative and innovative, and certainly a software that allows you to create your own website will draw their attention".

Incomedia aims to increase its customer base and its brand awareness in the country, enhancing the positive reputation it has gained and affirmed in Europe. So, for the development of the Brazilian market, Incomedia will commit all the services offered by 4M and also the services of Advance - Digital PR, an independent PR agency specialized in digital products in the Spanish- and Portuguese-speaking markets, from the same group of 4M.

In April 2013, Incomedia launched the new WebSite X5 Evolution 10[®] in Brazil, entirely in the Brazilian Portuguese language and, just after the launch, the Italian company reinforced its market position by partnering with Boxware, to distribute WebSite X5 Evolution 10[®] all over Brazil.

Boxware will be in charge of distributing WebSite X5[®] in the Brazilian retail market and assist its reseller channel with its own marketing strategy. Joao Domingues, CEO of Boxware, said: "We are happy to add WebSite X5 Evolution 10[®] to our portfolio. Our goal is to bring to the market the best software solutions for the end user, that with ease of use generate professional results. Who nowadays does not think about creating a website, a blog or an online store, but maybe does not have any experience, or the time to do technical courses? We are very confident in this new partnership and we'll do our best to make WebSite X5[®] available in all major retailers, e-tailers and resellers throughout Brazil".

For more information visit the website <http://www.websitex5.com/br/index.php>

About Incomedia:

Incomedia, founded in 1998, is a leading independent developer and publisher of multimedia software for the PC. Incomedia's flagship product **WebSite X5[®]**, currently sold in over 40 countries through a well-established network of International distributors, resellers and retailers, 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 and online shops, with a professional look and feel in just 5 simple steps.

PR Contacts:

Maria Tatiana Barone

tatiana.b@incomedia.eu

INCOMEDIA - Via Burolo, 22A - 10015 IVREA (TO) - ITALY – Tel: +39-0125-253491

Official websites: www.incomedia.eu, www.websitex5.com