

## New partnership deal signed by Incomedia and Interactive Ideas

*31<sup>st</sup> July 2012, Ivrea (Italy), Incomedia and Interactive Ideas enter a partnership agreement for distribution of WebSite X5 across the UK.*

Incomedia S.r.l., a leading independent developer and publisher of multimedia software for the global PC market, today announced an agreement with Interactive Ideas, value-added software and peripherals distributor, to expand their presence in the UK.

Federico Ranfagni, CEO, at Incomedia S.r.l. says “We’re extremely excited to work in partnership with Interactive Ideas and to be represented by such an experienced and multiple awarded partner in the United Kingdom. We are convinced that our flagship product WebSite X5 will enjoy the same success in the UK as in more than 40 countries worldwide, and with our new local representative Interactive Ideas we will encourage even more people, home and business users alike, to get onto the Internet by creating websites, blogs and online shops with WebSite X5”.

Michael Breeze, Marketing Director at Interactive Ideas said of the deal, “Incomedia are a global brand in this competitive market and have a product that performs well because of its easy to use interface that is packed with tools and enables all levels of users to create and publish professional websites. We look forward to supporting Incomedia with our service offerings in order to push their products to the best channels and give them the visibility they deserve in the UK.”

### **About Incomedia:**

Incomedia is a leading independent developer and publisher of multimedia software for the PC. Founded in 1998, Incomedia is privately owned and head quartered 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 and on-line shops, with a professional look and feel in just 5 simple steps. It is completely visual and users do not require any HTML programming skills; all they need to know is what they want to say and WebSite X5 takes care of the rest.

WebSite X5 is currently sold in over 40 countries through a well established network of International distributors, resellers and retailers. To date the software has over 200 favorable reviews globally from some of the most respected magazines and websites.

Learn more: [www.incomedia.eu](http://www.incomedia.eu)

### **About Interactive Ideas:**

Interactive Ideas is a leading value-added distributor of Software and Technology products, established in 1994. Based in Enfield, North London the company sells through a network of channel partners across the UK, Ireland and mainland Europe.

Structured into two divisions; The retail team offers a specialist service dedicated to online retailers and providing them the value added services their business require to maximise sales through the online retail channel. The software solutions team works with resellers, ISV’s and systems integrators to provide software solutions, licensing and enterprise Linux. Providing value-added services to support the channel in delivering cost saving and innovative solutions to their customers.

Learn more: [www.interactiveideas.com](http://www.interactiveideas.com)

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