

Incomedia strengthens its presence in the Russian market

Ivrea (Italy), August 6th - The Italian company Incomedia, developer of web editors and multimedia solutions for PCs, aims to increase the visibility and awareness of its flagship software, WebSite X5®, and consolidate its presence in Russia.

[Incomedia](#) has accomplished a remarkable process of internationalization during the last couple of years and intends to follow this path beyond national borders, announcing its intention to increase its business in the Russian territory and strengthen its market position in this eastern European country.

WebSite X5® reached Russia for the first time in 2009, appearing both on the shelves of the main chain Media Markt and in the product catalogs of many Russian e-tailers. The new version of the software, [WebSite X5® Evolution 10](#), has recently been released and it is fully available in the Russian language.

Today, the company aims to further promote its products in the Russian market and strengthen its reputation, with the intention of developing the existing channels and collaborations and exploiting the new business opportunities that the Russian market has to offer.

Commenting Incomedia's new ambitions for the Russian market, Federico Ranfagni, CEO and company co-founder, affirms: "Four years after entering the Russian market, we believe we now have the necessary experience and a strong enough base to take advantage of the great potential of a market that is definitely facing great expansion but that is also very broad and therefore challenging. We proceeded with caution, closely following every new step that was taken in this market and the activities carried out so far have responded positively to our initial expectations. We believe that Russian users will confirm the great appreciation shown for our WebSite X5® Evolution 10."

For more information, please visit WebSite X5®'s website in Russian <http://www.websitex5.com/ru/> and www.incomedia.eu/en.

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 in just 5 simple steps.

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