Incomedia Partners with Mindscape to bring WebSite X5 to the Australian market

The popular all-in-one solution for achieving eye-catching and professional websites is now available in Australia

SYDNEY, 8th August, 2012– Incomedia, a leading independent developer and publisher of multimedia software for the PC today announced the launch of WebSite X5 in Australia. The leading Australian publisher and distributor, Mindscape Asia Pacific, will bring its flagship web editing products **WebSite X5 Evolution 9** and **WebSite X5 Compact 9** into the retail, reseller and online channels in Australia and New Zealand via download.

The multi-awarded **WebSite X5** has been designed specifically for all those people who want to create their own website, whether for their business or their hobbies, quickly, easily and without spending a fortune. **WebSite X5** delivers professional looking websites in five easy steps, even without programming or web-design skills.
WebSite X5 version 9 has been improved with over **200 new features**, applying all the *best practices* to further improve the software's potential and make it even more complete and functional.
Among the most significant features of the new WebSite X5 version 9 are the Search Engine Optimization (SEO), the widget gallery, the online stores with credit card facilities, the Blogs with Podcasts and Videocasts, the RSS Feeds, the automatic code generation in HTML5.

"We are pleased to be bringing Incomedia's award-winning flagship product, WebSite X5 to the Australian market" said Tonia Velasco, General Manager at Mindscape Asia Pacific. *"In recent years we have seen more and more businesses and people represent themselves online. WebSite X5 is a simple to use solution providing all the necessary tools to create professional websites. We look forward to working with Incomedia and opening new channels for them in the region".*

"We're extremely excited to work in partnership with Mindscape Asia Pacific and to be represented by such long established software publisher in Australia" said Federico Ranfagni, CEO at Incomedia S.r.l. He continued *"We are convinced that our flagship product WebSite X5 will enjoy the same success in the Australian market as in more than 40 countries worldwide, and with our new local representative Mindscape Asia Pacific 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".*

Website X5 Compact 9 will be available for $39.95 and **Website X5 Evolution 9** for $89.95. Both will be available for download via the Mindscape website at www.mindscape.com.au and through e-tailers.

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 on-line shops, with a professional look and feel in just 5 simple steps.

About Mindscape:
Mindscape Asia Pacific Pty Ltd, is Australia's leading publisher and distributor of kids, family and NextGen games, productivity and reference software on the PC, Mac, DS, Wii, Playstation, XBox and online platforms. The company's rich portfolio of award-winning products include Acronis, Broderbund, Encyclopaedia Britannica, Endemol, Hoyle Games, IMSI Design, Incomedia, iolo, Konami, Legacy Interactive, Mark Burnett Productions, Myhorseclub, Nancy Drew, Nuance, Playfirst, Playrix, PopCap, Punch, Quickcraft, Roxio, Tecmo Koei, The Learning Company, The Fighter Collection, Universal Music and Zemana.

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