

INCOMEDIA to exhibit at Gamescom 2010

Ivrea, 12 August 2010 - further to successful presence at Gamescom 2009 in Cologne, the leading European software developer Incomedia, today confirmed it will also exhibit this year's exhibition. Gamescom is one of the largest exhibitions for interactive games and entertainment and will provide Incomedia the opportunity to present their web editor software solutions – WebSite X5 Evolution 8 and WebSite X5 Compact 8 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 and entertainment area, Gamescom is also an optimal marketing platform for communicating brands and products.

Having been awarded "Best Software Product 2010" at the recent **RetailVision Europe** event, Incomedia global expansion has been going 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 the Christmas business, to raise even more awareness of Incomedia's products to potential new partners and maintain Incomedia's international business relations.

Gamescom will take place at the Cologne Exhibition Center, 18 - 22 August 2010 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 and online shops, 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 favourable reviews globally.

INCOMEDIA is looking forward to welcoming interested business customers at Gamescom in Cologne (**Marketpoint Hall 4.2 Stand B 029**)

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