

## O&O Signs New Distributor Interactive Ideas

### Interactive Ideas to Distribute the Award-winning O&O Software Products in the United Kingdom and Ireland

Berlin, March 1, 2006 – Berlin-based O&O Software is pleased to announce its new partnership with the United Kingdom's leading value-added software distributor Interactive Ideas. This new distribution partnership is an essential part of O&O Software's campaign to increase the overall presence of its premium software tools in the United Kingdom and Ireland.

O&O Software is the "Tools for Windows" company, offering a product portfolio for Windows-based platforms containing applications for performance optimization, data restoration and the secure deletion of data. Time and again test results have confirmed O&O's commitment to developing products that let users take advantage of the newest technological advancements in their respective fields.

O&O Software's well-known flagship product, O&O Defrag, is the leading solution for defragmenting hard disks on desktop PCs and servers. Fragmented files are the main cause of performance loss on PC systems today. With this hard disk optimization software, Windows users can enjoy quick system start-ups and 100% hardware performance, leading to both time and money saved.

Interactive Ideas Ltd. is one of the UK's leading value-added software and peripheral distributors. The company's customers include a wide spectrum of both national and independent retailers, etailers, mail order companies and resellers. This customer base includes specialist computer retailers and resellers, gaming, music and video chains as well as bookshops and supermarkets.

Text and product imagery for use by the media are available in the O&O PressCenter at: <http://www.oo-software.com/en/press/>

### About O&O Software

O&O Software GmbH has been developing "Tools for Windows" since 1997. Customers include home users, SMEs, public institutions and global business groups. These tools are effectually sold directly and by using our partner network and are available in more than 50 countries. The product portfolio includes applications for performance optimization, data restoration and the secure deletion of data. O&O products have been judged as technologically leading in numerous tests. You can find more information and free trial versions of all products on our website. O&O's products include O&O BlueCon, O&O CleverCache, O&O Defrag, O&O DiskRecovery, O&O DriveLED, O&O SafeErase, O&O UnErase.

### About Interactive Ideas

Interactive Ideas ranges and markets some 4,000 different product lines on both non-proprietary and exclusive bases, with particular strength in software and peripherals that run on the PC. Founded in 1994, Interactive Ideas has a history of dynamic growth

together with consistent profitability making it one of the most stable companies in the sector.

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