

Press Release

Nottingham, UK
20 November 2008

Serif (Europe) Ltd features PhotoPlus X2 on QVC

Serif software sells out after its first airing

Serif (Europe) Ltd – the UK's leading independent desktop publishing, design and graphics software developer, is excited to announce that our award-winning product, PhotoPlus X2, was featured today on QVC and sold out.

The PhotoPlus X2 presentation was aired on QVC on November 20th during their Picture Perfect segment at 12am, 4am and also 8am on the Today's Special Value Slot (TSV). It was reduced from the regular QVC retail price of £61.50 to a special introductory price of £55.92. Serif's Senior Marketing Manager, Will Baggaley, presented and demonstrated some impressive PhotoPlus X2 features live on the show and the product sold out within hours. This is the first time a Serif title has appeared on QVC in more than 5 years.

"We are glad to have the Serif brand back on QVC with a successful launch of PhotoPlus X2. It's an ideal product for our customers to see demonstrated – PhotoPlus X2 is powerful, easy to use, and affordable. We're delighted that it sold out overnight and look forward to seeing more Serif titles soon." said Kate Martin, Associate Buyer at QVC. "Well done Serif and welcome back!"

"The amazing response from QVC customers was excellent news for Serif as we once again delve into the world of home shopping with our quality software." said Ellie Dyke, Head of Business Development at Serif. "We hope this rekindled partnership with QVC continues to be successful for both companies in the future."

End

Notes to Editors

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Reseller & Distributor Information

For information on distributing or reselling Serif software in the UK please contact:

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About Serif

Serif develops and publishes the award-winning software range which includes PagePlus™, PhotoPlus™, DrawPlus™, WebPlus™, AlbumPlus™, MoviePlus™, PanoramaPlus™ and Digital Scrapbook Artist™. Founded in 1987 with the aim to develop better value alternatives to high-end design and publishing packages, Serif has been repeatedly praised for its powerful yet easy-to-use software which enables businesses, educational establishments, and ordinary PC users to achieve professional-quality results – whatever their level of experience. With over 6 million customers worldwide and over 200 independent awards and accolades from respected industry publications, Serif has over 200 employees at its head office, development and European sales centre in Nottingham, UK and its North American sales operation in New Hampshire, US.

About QVC

QVC was founded in June 1986 by Joseph Segal, and first started broadcasting in the United States on 24th November of the same year. The company name was taken from Segal's vision for the company, its three initials standing for "Quality, Value, Convenience". QVC UK launched on October 1st 1993, followed by QVC Germany in December 1996 and QVC Japan in April 2001. Today, QVC reaches some 144 million homes across the globe, employs 12,000 people, and is one of the world's most recognisable retail brands. With 2007 net sales topping £352.6million – an increase of 6.5 percent over the previous year – QVC UK is one of the top five TV shopping channels in the world. See www.qvcuk.com for more details.