



## **Corel Positions International Leadership For Continued Growth**

*Senior directors Dan Weisbeck, Jussi Arovaara and Brett Denly receive promotions*

**Maidenhead, UK - 17 July 2007** - Corel Corporation (NASDAQ:CREL; TSX:CRE) today announced changes to the structure of its International organisation to support its future vision, global expansion and growth strategy and to better serve client and market needs. With the recent acquisition of InterVideo in December of 2006 Corel strengthens its leadership role in the international software market in Digital Media, covering all the consumer video, DVD, photo and imaging product families; and Productivity, encompassing the illustration/design and office suite product groups aimed predominantly at the enterprise and SME markets.

These structural changes are supported by new appointments which will facilitate the ongoing expansion efforts of Corel in the International region. Brett Denly, formerly Northern Sales Director, was today appointed Senior Director of Channel Sales EMEA. In this position he will be responsible for driving the performance of Corel's key sales channel across Europe, Middle East and Africa.

The company also announced today that Daniel Weisbeck has been appointed to Senior Director of International Marketing for Asia, Europe, Middle East and Africa. In this position, Daniel Weisbeck will oversee regional product management, in addition to his previous responsibilities for channel marketing, public relations and marketing programmes for Corel's international markets. He will be responsible for aligning all future marketing efforts in the international markets with Corel's head quarter's strategy as a global market leader and for continuing to drive the company's expansion efforts in international territories.

In line with Corel's commitment to continue to enhance regional support the company also announced the appointment of Jussi Arovaara to Senior Director of International Sales Operations. In this role he will head international customer support services for the European and Asia Pacific regions, in addition to heading sales operations.

Corel intends to further expand its activities by focusing on and investing in its key routes to market. Corel intends to enhance regional support through dedicated leadership of individual sales channels. It also plans to bolster its key distribution channels, including OEM (Original Equipment Manufacturer), eStore and eCommerce as well as its more traditional reseller and licensing channels.

"I am delighted to have such dedicated and capable leaders aboard our company as we embrace new market segments and continue to grow our corporate portfolio of award winning software products," said Amanda Bedborough, Executive Vice President, International Operations for Corel. "I am confident that by working together, all new appointees will give a powerful steer to the future direction of our company and I look forward to their continued contributions to our organisation's success."

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#### **About Corel**

Corel is a leading developer of graphics, productivity and digital media software with more than 100 million users worldwide. The Company's product portfolio includes some of the world's most popular and widely recognized software brands including CorelDRAW Graphics Suite, Corel® Paint Shop Pro®, Corel® Painter™, Corel DESIGNER, Corel® WordPerfect® Office, WinZip® and iGrafX®. In 2006, Corel acquired InterVideo, makers of WinDVD®, and Ulead, a leading developer of video, imaging and DVD authoring software. Designed to help people become more productive and express their creative potential, Corel's software strives to set a higher standard for value with full-featured products that are easier to learn and use. The industry has responded with hundreds of awards recognizing Corel's leadership in software innovation, design and value.

Corel's products are sold in more than 75 countries through a well-established network of international resellers, retailers, original equipment manufacturers, online providers and Corel's global websites. The Company's headquarters are located in Ottawa, Canada with major offices in the United States, United Kingdom, Germany, China and Japan. Corel's stock is traded on the NASDAQ under the symbol CREL and on the TSX under the symbol CRE. [www.corel.com](http://www.corel.com)

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