



## **COREL ANNOUNCES SUPPORT FOR SOFTWARE ASSET MANAGEMENT**

*Corel® to offer incentive to customers to practice sound software compliancy*

**Maidenhead, UK - 5 July 2006** - Corel (NASDAQ:CREL; TSX:CRE) today announced the launch of its "Get Compliant" campaign, promoting Software Asset Management (SAM) to every business, in particular SMEs.

As an active member of the Business Software Alliance (BSA), Corel supports the BSA's programmes to educate businesses on the risks associated with use of illegal or 'pirated' software. The campaign therefore aims to raise software users' awareness of what SAM is, why it's important to be educated on the topic, how they can protect themselves against the risks by ensuring that software is genuine and has a bona-fide license and how to ensure that they are compliant with BSA guidelines. For further information, advice and education please visit [www.corel.co.uk](http://www.corel.co.uk).

To complement the campaign, Corel is also offering customers added incentives to "Get Compliant", whilst making a saving on their licence purchases. To sign up to this programme, customers should visit [www.corel.co.uk](http://www.corel.co.uk) and click on "Volume Licensing" or talk to your authorised Corel reseller before 30 September 2006.

Software Asset Management is officially defined as: 'the entire infrastructure and processes necessary for the effective management, control and protection of the software assets with an organisation, throughout all stages of their lifecycle'.\* That is to say, with proper SAM processes in place, an organisation will know what they own, will buy only what they need and will use their assets effectively. Businesses which start an asset management process can see up to 30% reduction in cost per asset during the first year and an extra 5-10% reduction in annual cost per asset during the next five years.\*\*

Brett Denly, Northern Sales Director for Corel said "This programme is about helping our customers to learn more about effective Software Asset Management and encouraging them to employ good SAM practices in the work place of which compliancy is just one part."

Corel offers a variety of cost effective licensing options:

- **The Corel Transactional Licensing (CTL)** programme entitles businesses, government and educational institutions to a one-time volume discount without a contractual commitment
- **The Corel Contractual License (CCL)** programme offers medium to large organisations the option of a centrally negotiated annual volume licensing agreement
- **The Corel License for Learning (CLL)** programme targets educational institutions offering simplified license administration, reducing software deployment time and lower total cost of ownership

To find out more about Corel licensing programmes go to [www.corel.co.uk](http://www.corel.co.uk) and click on "Volume Licensing".

To ensure your Corel product is legitimate:

**1. Check you have a serial number.**

If you purchased a single boxed copy the serial number is on a card in the box. If you purchased a number of licences, the serial number will be either on a card in the box, on your licence (either hard copy or PDF), or will have been emailed to you if you made a download purchase.

**2. Check you have a licence for each PC on which you have installed the Corel product.**

The number of licences purchased will be on the licence certificate (either hard copy or PDF). Please note that the Corel End User Licence Agreement (EULA) does not permit concurrent use.

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\* As defined by ITIL® (the IT Infrastructure Library). ITIL is the most widely accepted approach to IT service management in the world and provides a cohesive set of best practice, drawn from the public and private sectors internationally.

\*\* From [www.InvestorsInSoftware.com](http://www.InvestorsInSoftware.com) estimated by Gartner, Inc. Gartner, Inc. is the world's largest Information Technology research and advisory company.

For further information and advice on SAM, please visit [www.corel.co.uk](http://www.corel.co.uk) or [www.justasksam.co.uk](http://www.justasksam.co.uk)

Corel supports the new ISO SAM Process standard (ISO/IEC 19770-1). This international standard will help to ensure that there is a certification on which all parties world-wide can rely upon and will enable organisations to prove they are performing SAM to a standard sufficient to satisfy corporate governance requirements whilst also ensuring effective overall support for IT service management.

### **About Corel Corporation**

Corel is a leading global packaged software company with an estimated installed base of over 40 million users. The Company provides high quality, affordable and easy-to-use productivity, graphics and digital imaging software and enjoys a favorable market position among value-conscious consumers and small businesses. Its products are sold in over 75 countries through a scalable distribution platform comprised of original equipment manufacturers (OEMs), Corel's domestic and international websites, and a global network of resellers and retailers. The Company's product portfolio features well-established, globally recognized brands including CorelDRAW® Graphics Suite, Corel® WordPerfect® Office, WinZip®, Corel® Paint Shop® Pro, and Corel® Painter™.

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