

United Planet Launches New App Store for Web-based Business Applications - New channel for app sales planned for independent developers

London, 29 September 2010. United Planet, (www.unitedplanet.com), one of the leading developers of Enterprise Portal software in Europe, has launched the **Intrex Application Store**, a comprehensive online shop for web-based business applications. Designed to help companies extend the range of services that can be offered in an intranet or portal environment, the Intrex Application Store provides easy access to powerful, ready-to-use web applications and templates that target individual business needs and functions.

The new Intrex AppStore (www.unitedplanet.com/en/appstore) offers a variety of applications and layout templates, with more being added every day. Applications range from car pool management and travel expense accounting to project management and customer relationship management. The Store also offers a number of mobile applications for iPhone, Blackberry and other smartphones, making it easier to access important business data whilst out of the office.

Searching for the right application is simplified through the classification of software against key business functions (e.g. sales, marketing and HR) and by the rating of each application as either 'Best rated,' 'Popular' or 'New release'.

According to Axel Wessendorf, managing director at United Planet: "The selection of web-based business applications available via the new Application Store will allow companies to find exactly the right application they need to manage specific business areas or to improve the efficiency of certain tasks and to take a 'tailor-made' approach to software selection.

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“In the future, the Application Store will also provide developers with an alternative route to market for new business applications. By registering for the forthcoming **Intrex Developer Program**, developers will not only benefit from a free listing service but will also be able to set their own price for their applications. The Intrex Application Store will provide an international sales and marketing channel for all developers, regardless of their size or the size of the market they are seeking to target.”

All of the applications featured on the Intrex Application Store can be imported into an intranet or enterprise portal for immediate access throughout the company. They can be purchased via ClickandBuy, with pricing for smaller applications starting at EUR 10 and some applications available for free.

Licenses for both Intrex Compact and Intrex Professional can be obtained via the Application Store.

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About United Planet

United Planet is one of the leading developers of Enterprise Portal software in Europe. Its Java based, standard software Intrexx enables companies to create Enterprise Portals, Intranets and Web Applications cost effectively, without the need for programming by using 'drag and drop' technology and pre-created solutions for quality management, document management and process management to optimise internal workflow. Intrexx runs on Windows as well as on Linux and Sun Solaris, and incorporates several Business Adapters to ensure that third-party data from Lotus Notes and other ERP solutions can be easily integrated in the Intrexx Portal. A special Business Adapter for MS Office also makes it possible to integrate and edit Microsoft Office Documents without the need for Microsoft Office SharePoint Server (MOSS). United Planet is headquartered in Freiburg, Germany and also has offices in Windsor. The company is supported by over 100 Business Partners worldwide.

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