

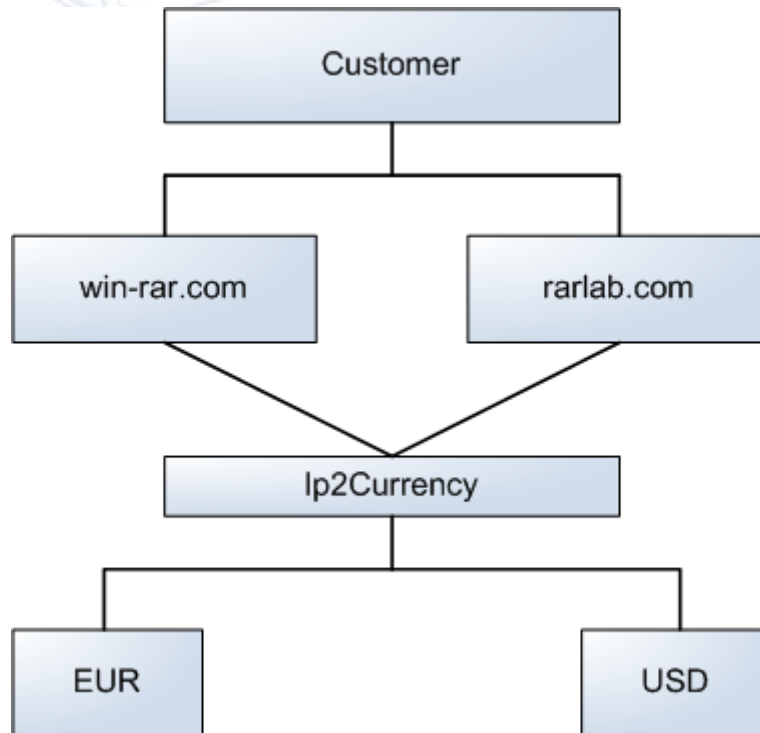


10. June 2004

New Currency Selection Technology

On April 1, 2004, win.rar GmbH implemented a new currency selection technology for its online shops.

Our new and technologically advanced currency selection feature that was added to our online shops will automatically display the correct currency in the order process depending on where the customer is located. This is done by tracking each customer's IP number and then routing this customer to the correct currency shop.



Using this innovative technology makes it possible for different currency markets to be defined and the ability to offer the appropriate pricing for each market. We foresee this Ip2currency technology allowing for future independence of exchange rates. This is a very important aspect, considering that exchange rates are fluctuating continually.

The new "Ip2Currency" technology proves to be yet another step ahead of the competition. Further development in that area is planned. So look out for more exciting new features in the near future!

At the same time we introduced a worldwide price change.



win.rar GmbH is proud to announce that a single user license of WinRAR now costs only 29,95* Euros! That is a 10% reduction on one of the best compression tools on the market! This new low price still includes all future upgrades for FREE and the ability to create self-extracting files.

In addition to the new lower Euro price for a single user license, national and site licenses have been replaced by a new advantageous volume pricing scheme. Our new volume prices offer great deals for companies of any size; from small offices to International Enterprises. By implementing the new pricing scheme, we can now offer a great value for companies who couldn't profit from the site license we offered in the past due to its licensing restrictions.

Finally, we dropped prior limitations on academic licenses and made a 25 percent discount available for all orders from academic institutions, regardless of the order volume.

Despite the extensive changes that were necessary in the pricing structure, the switch to our new pricing scheme went smoothly and simultaneously for all currencies all over the world.

Our new transparent price structure and Ip2Currency technology shows how win.rar GmbH is committed to continually improving its customer service and always offers the best deal when it comes to compression software.

*EU residents please add VAT

