

Media Contact: Sarah Lunny
Resound Marketing for SOURCENEXT
Sarah@ResoundMarketing.com
+1 (609) 279-0050 x121

SOURCENEXT Partners with iolo technologies to Bring PC Optimization, Maintenance, and Data Recovery Solutions to Japanese Audience

New Exclusive Distribution Rights for SOURCENEXT Expand Footprint for System Mechanic in Key Market

PALO ALTO, CA - November 1, 2017 - SOURCENEXT (TYO: 4344), Japan's market-leading software publisher and distributor, today announced an agreement with iolo technologies, LLC, developer of patented technology and award-winning software to repair, optimize, and protect computers and digital devices. As a worldwide leader in the system utility software market, iolo products are sold by leading e-tailers and more than 23,000 retail storefronts globally. The deal comes by way of International Markets Consulting (IMC), Inc., an agency that helps global technology companies achieve competitive advantage and increase market share in target countries.

Expanding upon its existing partnership with iolo technologies, SOURCENEXT will have exclusive distribution rights for select iolo products through its retail and e-tail channels, including the SOURCENEXT eShop. SOURCENEXT also will begin the backend fulfillment for the iolo Japan website found at www.iolo.jp and will sell the new version 17 of both System Mechanic and System Mechanic Premium.

“With tens of millions of users and products in 11 languages, iolo technologies is widely recognized by industry experts and consumers as a global leader in the system utility software market, and fills a growing need in the Japanese marketplace,” said Noriyuki Matsuda, CEO of founder of SOURCENEXT. “We’re proud to introduce exclusive award-winning iolo products to help Japanese users protect Windows computers and unleash capabilities deep within their operating systems.”

“Since collaborating in October 2016, SOURCENEXT has been an invaluable partner in iolo’s distribution and revenue growth in the Japanese territory,” said Jeff Elbaum, VP of Business Development at iolo. “We’re excited to take the next step in our partnership to offer two new products exclusively through SOURCENEXT’s sales channels, and explore additional ways to leverage SOURCENEXT’s valuable relationships and full market entry service in this crucial market.”

Select iolo products are currently available for download from the SOURCENEXT eShop.

About SOURCENEXT

SOURCENEXT (TYO:4344), Japan's largest software publisher and distributor, works with companies based in the U.S. and other countries to bring their successful desktop software and mobile apps to Japanese audiences. Building on over 21 years of software publishing experience in Japan, and a library of more than 745 titles including PC software and smartphone applications, SOURCENEXT leverages

brand trust, top retailer relationships, and an extensive distribution network to offer a unique, full-service market penetration program to help global developers grow market share for sustained profitability. Companies like Bitdefender, Evernote, MAGIX Software GmbH, Rosetta Stone Ltd., Twentieth Century Fox Home Entertainment and more, have built successful businesses in Japan by choosing SOURCENEXT as a partner. For more, visit www.sourcenext.com/us/

About iolo technologies

iolo technologies, LLC, develops patented technology and award-winning software that repairs, optimizes, and protects Windows computers, going beyond PC health to unleash speed from components and settings deep within the operating system. With a global sales presence in 33 countries and products in 11 languages, tens of millions of people have used iolo's products for their PC optimization, security, and data recovery needs for nearly two decades. Founded in 1998 and headquartered in Pasadena, California, iolo is a wholly owned subsidiary of Phoenix Technologies Ltd. For more information, please visit www.iolo.com.