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WebCentral and Quicken join forces in SME accounting push

Melbourne IT subsidiary, WebCentral Pty Limited, has signed an agreement with Quicken Australia's parent company, Reckon Limited (ASX: RKN), to resell its popular QuickBooks software via the internet to SME customers.

The agreement strengthens WebCentral's offering for SMEs by adding accounting software to its popular Business Builder online suite of products.

As a result of the new partnership, the estimated 1.1 million small businesses in Australia will be able to purchase, download and renew their subscription to QuickBooks products via the internet - a first for customers. The move also marks Quicken Australia's first foray into the on-demand software market.

"WebCentral's SME customers rely on us to provide quality technology tools to help them to manage their businesses effectively," said Gene Suna, Melbourne IT's General Manager – WebCentral Products. We have chosen QuickBooks because it is a well-established brand that is trusted by SMEs for arguably their most important business process, their accounts."

Mr Suna said the WebCentral offer included the Quicken Advantage support and upgrade module within the annual subscription fee, which will deliver great value for money to Australian businesses. Quicken Advantage gives customers unlimited weekday technical support and product upgrades.

"We're delighted to add QuickBooks, an award-winning accounting software product which is used worldwide by some 15 million SMEs, to our Business Builder range," Mr Suna said.

"It is a significant step towards meeting our goal of providing SMEs with Australia's most comprehensive and reliable suite of business applications online."

"Given that WebCentral was the first company in Australia to launch an online hub for the sale of software to SMEs, we thought it would make perfect sense for us to join forces with WebCentral," said Gavin Dixon, CEO of Quicken Australia,

"Because WebCentral offers a tremendous range of services to SMEs - from CRM and email marketing to website management and premium email - it was a natural extension for WebCentral to promote an accounting solution such as QuickBooks."

Mr Dixon said that as a result of the agreement and for the first time since QuickBooks made its debut in the Australian market almost 20 years ago, SMEs would be able to download an annual subscription version of the QuickBooks accounting software directly from the Internet.”

The reseller agreement between WebCentral and Quicken Australia’s parent company, Reckon Limited, covers Australia, New Zealand and Singapore.

WebCentral will sell four of the products in the award-winning QuickBooks range for an annual subscription fee – QuickBooks Accounting, QuickBooks Plus, QuickBooks Pro and QuickBooks Premier.

WebCentral has more than 70,000 SME customer accounts and offers these customers a comprehensive range of technology products through its Business Builder range, including web hosting, premium email, collaboration and email marketing tools.

About WebCentral

WebCentral is Australia’s largest web and application hosting company and a leading supplier of Internet solutions for business, including domain name registration services and software as a service (SaaS) solutions such as premium email, electronic commerce, database and email marketing solutions. In addition to its own direct customer base, WebCentral provides wholesale web hosting and email services to the majority of Australia’s Tier 1 telecommunications companies. Established in 1997, WebCentral is 100% owned by Melbourne IT Limited.

www.webcentral.com.au

About Melbourne IT

Melbourne IT Limited (ASX:MLB). Melbourne IT is a world leader in the supply of domain name registration and other online solutions with a strong commitment to the delivery of high value internet services and web-based solutions to organisations of all sizes across the globe. MLB was listed on the Australian Stock Exchange in 1999 and has a network of offices in locations across the world.

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About Reckon Limited and Quicken Australia

Trading on the Australian Stock Exchange as Reckon Limited (RKN), Quicken Australia develops, markets and supports the Quicken range of financial management software – in Australia, New Zealand and Singapore - under licence from Intuit Inc., Founded in 1983, Intuit has annual revenue of more than \$1 billion, and has nearly 7,000 employees with major offices in 13 states across the United States and offices in Canada and the United Kingdom. Quicken Australia has some 400,000 small business customers using its QuickBooks financial management software.

Awards won by the QuickBooks range include being named Top Buy in the accounting software category in PC User Magazine’s annual review (August 2006) and both QuickBooks Plus and QuickBooks Pro each winning the APC Magazine’s Editor’s Choice Awards in their respective categories (in June 2005).

www.quicken.com.au

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