

## **Handmark® PDA Software # 1 At Retail**

**KANSAS CITY, MO – January 27, 2003** Handmark, Inc. has become the number one publisher of PDA software according to just released data from NPD Intellect for retail software sales in December 2002. The NPD ranking is based on actual retail sales revenue as reported by 80% of the nations leading software retailers and includes online packaged software sales by those retailers.

The broad collection of Handmark® entertainment and productivity software is compatible with Palm OS and Pocket PC based handheld devices from Palm, Sony, Handspring, HP, Dell, Toshiba, Viewsonic and others.

In addition to its unprecedented 21% market share, in a category with more than 95 publishers and 429 titles, Handmark also had the best selling single title in the category. The Handmark title *Rand McNally® StreetFinder®* for Palm OS outsold all other PDA titles in the month of December.

Other best selling titles included *SCRABBLE®* and *MONOPOLY®* games, the Handmark *4.0 Student* planner software, *Tetris Classic™* Game Pack, and *PocketMoney®*.

In December Handmark also introduced five new titles on MultiMedia Card™ media for expansion slots on Palm OS devices making Handmark the leader in this new category with the most branded content on expansion media.

According to Handmark CEO, August Grasis III, “by adding plug and play expansion cards to our CDs and online content we’re making it even easier for PDA users to have the best brands and best software on handheld devices.”

### **About Handmark**

Handmark is unique in its comprehensive offering of application software and online services, together they are what the company describes as *tools and toys for a mobile generation™*.

Handmark leads the industry in offering handheld computing software through all available channels, including both online and at retail. Handmark also owns and maintains MemoWare.com the largest repository of free content for handhelds.

Handmark software is available at more than 6,400 retail stores in the U.S. and Canada and online from many Internet stores. Electronic download versions are available, as well as packaged product, directly from the online store operated by the company.

for additional information, contact  
Douglas Edwards, Vice President of Marketing  
email: dedwards@handmark.com  
office: (816) 472-7256  
mobile: (816) 210-8090

###