

## **Rentsoft™ enters the US market with iRent™**

**Basingstoke, Hampshire, January 2010** - The Business Software Centre (TBSC) has signed an agreement with Massachusetts-based software reseller iRent™ LLC to power a software rental service for its software partners and their customers.

The Rentsoft™-powered iRent™ Store is launching in January 2010 with a number of professional software titles including a selection from IMSI/Design's TurboCAD range and RealTech's Hosted Microsoft Office Professional. New brands, categories and titles will be added to the store on a regular basis.

From the iRent™ Store, found at [www.irent.cc](http://www.irent.cc), end customers can request, download and rent a selection of software applications via a branded website. Applications are offered on a 'pay-as-you-go' basis and most include a free trial period. Technical support, updates and upgrades are usually included in the rental price. In addition, Windows applications do not require a permanent connection to the internet to operate.

Rick Cluthe, President and COO of iRent™ commented "Making software usage more affordable, easy and secure is an obvious business decision for everyone. The iRent™ Store represents an exciting new way to deliver Software as a Service to the US market."

Phil Hames Managing Director of TBSC added: "The Rentsoft™ service is already expanding the SaaS market in the UK and Ireland. The next logical step for us was to take our business model to the US. Working with iRent™ has made that possible and we look forward to a long and profitable relationship."

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### **About Rentsoft™**

TBSC has developed a unique technology and an e-commerce service to enable the distribution of application software on a subscription basis. The service makes it possible for end users to use Web, Windows and Virtualised software applications on a rental basis. The technology ensures that they will only be able to use them for as long as they continue to pay. Rentsoft™ represents an exciting new software distribution platform and with a choice of managed services enables ISVs and Channel Partners to develop a SaaS business model.

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### **About iRent™**

iRent™ is an Internet-based store which enables customers to download a selection of rent-enabled software from its virtual shelves. Founded by two industry executives and based in Massachusetts, iRent™ works with US independent software vendors helping them to develop a revenue stream from software rental.

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