

MEI Offers Special Online Software Demos for Members of PAGE Co-op

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Managing Editor Inc. yesterday hosted a Webinar for members of the Publishers Associated to Gain Economy (PAGE) Cooperative. The program, titled "K4 Publishing System: Optimizing InDesign and InCopy for Cross-Media Workflows," was designed to provide members of the PAGE Co-op with an online demonstration of SoftCare K4, the powerful and flexible editorial database workflow system that integrates Adobe® InDesign® and InCopy®.

Jenkintown, PA (April 12, 2007) – Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, yesterday hosted a Webinar for members of the Publishers Associated to Gain Economy (PAGE) Cooperative. The program, titled "K4 Publishing System: Optimizing InDesign and InCopy for Cross-Media Workflows," was designed to provide members of the PAGE Co-op with an online demonstration of SoftCare K4, the powerful and flexible editorial database workflow system that integrates Adobe® InDesign® and InCopy®.

Yesterday's demo followed several others MEI has provided for PAGE members in recent months, with previous presentations drawing record numbers of attendees for similar programs provided for the Co-op. MEI's other Webinars have focused on the Wave2 self-service advertising platform, the Web-based system that easily lets newspaper advertisers design and proof their own ads on demand.

"When the PAGE Cooperative started hosting supplier Webinars, we had no idea how successful they would become for both our members and suppliers," said Stephen Schroeder, assistant general manager of PAGE. "It's clear that Webinars have become a great tool for learning a lot about a product and supplier in less than an hour."

The PAGE Co-op is a not-for-profit, member-owned cooperative buying association composed of more than 565 daily newspapers and over 1,000 non-daily publishing facilities. PAGE members pool their purchases to create large-volume buys that leverage significant discounts and rebates from over 100 preferred suppliers. Members purchase more than \$300 million in goods and services annually, including items such as graphic arts material, pressroom and circulation supplies, production and electronic media equipment/systems, and software.

MEI's K4 demo addressed the need for an editorial system that lets newsrooms publish quickly and efficiently across multiple channels as newspapers integrate print and online content. Optimized for InDesign and InCopy, and with built-in support for XML, K4 provides a collaborative working environment that organizes the work of designers, artists, writers, editors and production staff into one system. The demo also included the new K4 Web Editor, which enables staffers and freelancers to write and edit to fit remotely, using just a Web browser and an Internet connection.

MEI has been approved as a PAGE Co-op supplier for several years, but the company expects more newspapers to join the K4 community now that it has started providing Webinars.

"Working with PAGE gives us an opportunity to reach out to a large newspaper audience with just one presentation," said Steven Haught, vice president of sales at MEI and a participant in MEI's PAGE presentations. "We've received a positive response after every Webinar, and we expect this relationship to continue to grow."

About K4

The SoftCare K4 Publishing System allows publishing professionals using Adobe InCopy and

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Adobe InDesign to manage and integrate design and editorial workflows and to control the entire production process. With its multi-level security controls, open SQL database architecture and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises. The new optional K4 Web Editor module lets users write, edit and copyfit articles in K4 from any computer with only a Web browser and an Internet connection. K4 is a product of SoftCare GmbH of Hamburg, Germany.

About Wave2

Wave2 offers self-service advertising for non-technical users, allowing advertisers to produce design-rich custom documents such as real estate ads, display ads, auto ads and more on demand. Advertisers can then proof and make any last-minute changes to their ads without requiring assistance from staff. Compatible with all popular Web platforms and a complement to digital asset collections, Wave2 uses Adobe InDesign Server as its composition engine.

Website:

<http://www.maned.com>

Product URL:

<http://www.maned.com/products/k4/k4.html>

MEI is a leader in the development of quality software solutions for the evolving publishing industry. The Page Director Series of Advertising and Classified Layout Systems, K4, Integrated Production Suite (IPS), Wave2 advertising platform and IPS AdTrac deliver automated pagination and workflow solutions to print and electronic publishing markets. MEI is a portfolio company of Adobe Systems Inc. (Nasdaq: ADBE), and has twice been named a laureate of the Computerworld Smithsonian Collections.

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