

## **MEI and Clickability to Offer Integrated Publishing Solution**

Published on 04/22/07

Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software and services to the publishing industry, today announced a joint development with Clickability, a leading single-source provider of Web publishing solutions, to integrate the SoftCare K4 Publishing System with Clickability's cmPublish, an on-demand Web content-management system.

Jenkintown, PA (April 19, 2007) – Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software and services to the publishing industry, today announced a joint development with Clickability, a leading single-source provider of Web publishing solutions, to integrate the SoftCare K4 Publishing System with Clickability's cmPublish, an on-demand Web content-management system.

With this integration, MEI and Clickability are offering a comprehensive, multi-channel publishing solution that helps newspapers and magazines streamline their Web and print workflows.

“By integrating K4 and cmPublish, we're making it easier for customers to focus on building print and online businesses instead of managing technology,” said Rob Lamb, director of partner and customer development at Clickability. “The partnership provides a powerful solution that allows publishers to seamlessly manage complex print-to-Web and Web-to-print workflows.”

Clickability's cmPublish is a Web publishing platform used by corporate content sites and online newspaper and magazine publishers. By combining design, publishing, ad server, subscription, newsletter, analytic and administrative capabilities, it delivers a complete Web-site content management solution. cmPublish customers include Ohio.com, Philly.com, Las Vegas Review Journal and LA.com, currently delivering more than 100 million page views monthly through the platform.

“Clickability's cmPublish is a natural complement to K4,” said Steven Haught, vice president of sales at MEI. “It's a robust system with a feature set tuned to the needs of media companies. Customers have found that Clickability's hosted platform presents a compelling alternative to maintaining in-house Web content management software.”

The integration supports a seamless exchange of content between cmPublish and K4, the database-driven editorial workflow system integrated with Adobe® InDesign® and Adobe InCopy®. K4 content with XML tags is automatically detected, parsed and uploaded to cmPublish, allowing simple or complex scheduling and easy repurposing of content for online or print usage.

Integration between K4 and cmPublish will debut at NEXPO 2007, April 21-24, at the Orange County Convention Center in Orlando, FL. MEI and Clickability executives will be available for demos and discussions in MEI's Booth 1221. To schedule a demonstration, contact Steven Haught at [info@maned.com](mailto:info@maned.com), or visit MEI on the Web at <http://www.maned.com>.

### **About K4**

The SoftCare K4 Publishing System allows publishing professionals using InCopy and 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

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browser and an Internet connection. MEI is the exclusive distributor of K4 in the Americas. K4 is a product of SoftCare GmbH of Hamburg, Germany.

#### About Clickability

Clickability provides software and services that help Web publishers take content through the entire content management cycle, from creation, to publication, to distribution, to interaction, to measurement. Clickability delivers Web publishing success to the top names in the publishing world, including CNN Interactive, Wall Street Journal, Gray Television and USA Today. For more information about Clickability's products and services, visit <http://www.clickability.com>.

#### MEI Web site:

<http://www.maned.com>

#### Clickability Web site:

<http://www.clickability.com>

#### Product Web Page:

<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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