

## **MEI Joins Exclusive Group of Sponsors at Adobe CS3 Conference**

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Managing Editor Inc. is part of an exclusive group of sponsors for the Adobe® Creative Suite 3® Creative License Conference. The traveling event takes place May 16 to June 26, with stops in eight cities from New York to Los Angeles. The nationwide tour will feature a sneak preview of the K4 Publishing System 5.8 with CS3 compatibility on select dates.

Jenkintown, PA (May 23, 2007) – Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, is part of an exclusive group of sponsors for the Adobe® Creative Suite 3® Creative License Conference. The traveling event takes place May 16 to June 26, with stops in eight cities from New York to Los Angeles.

The Creative License Conference offers users an exclusive opportunity to meet each other and learn about the features and capabilities of the just-released CS3. The tour begins with a string of one-day conferences in select cities and culminates in two-day conferences in Los Angeles and New York at the end of June.

One of the first developers to enable seamless integration between its own publishing solutions and Adobe products, MEI is part of a very select group of sponsors for the Creative License Conference.

“MEI has always recognized that connectivity with Adobe products allows publishers to work faster, easier and smarter,” said Dennis McGuire, CEO and president of MEI. “We continue to develop innovative, Adobe-compatible solutions today, and we’re very excited to be working closely with CS3 early in its development.”

Linda Bruce, vice president of enterprise sales for MEI, will be at the Austin, New York and Los Angeles conferences to offer attendees a sneak preview of SoftCare’s new K4 Publishing System 5.8, which will be completely compatible with Adobe InCopy® CS3 and InDesign® CS3. MEI representatives will be available to demonstrate the company’s other powerful publishing solutions at the rest of the conference dates.

The Creative License Conference – is aimed at Adobe users from all areas of production, including print, online, video or motion graphics, mobile devices, and more. The agenda includes opportunities to meet with peers in roundtable chats, explore compelling solutions from Adobe partners, and spend one-on-one time discussing issues with Adobe experts.

Registration for the conferences is required. Visit <http://www.maned.com/cs3conference.html> to sign up through MEI and receive a 25 percent discount off the registration fee. More details can be found on Adobe’s conference home page, <http://www.cs3conference.com/>.

One-day conferences:

- Austin, May 23
  
- San Jose, May 31
  
- Toronto, June 4
  
- Boston, June 12
  
- Seattle, June 14

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Two-day conferences:

- Los Angeles, June 19-20

- New York, June 25-26

About K4

The K4 Publishing System, integrated with Adobe InDesign and InCopy, allows publishing professionals to manage design and editorial workflow and to control the entire production process. With its multi-level security controls, open SQL architecture and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises. K4 is a product of SoftCare GmbH of Hamburg, Germany. MEI is the exclusive distributor of K4 in the Americas.

MEI Online:

<http://www.maned.com/>

Conference Registration Page:

<http://www.maned.com/cs3conference.html>

Official Conference Web Site:

<http://www.cs3conference.com/>

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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