

MEI Announces K4 Version 5.8 with Support for Adobe Creative Suite 3

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Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced SoftCare K4 Version 5.8 with support for Adobe(R) Creative Suite 3®. The newest version of the popular design and editorial workflow solution, which will be available by the end of July, allows K4 users to benefit from new cross-media production opportunities offered by Adobe CS3.

Jenkintown, PA (June 29, 2007) - Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced SoftCare K4 Version 5.8 with support for Adobe(R) Creative Suite 3(R). The newest version of the popular design and editorial workflow solution, which will be available by the end of July, allows K4 users to benefit from new cross-media production opportunities offered by Adobe CS3.

A new version of the optional K4 XML Exporter module has also been announced for use with K4 5.8.

"Released recently with the revolutionary Adobe Creative Suite 3, Adobe InDesign CS3 and InCopy CS3 improve the way that design, editorial, production and IT professionals work on a day-to-day basis," said Will Eisley, Director, Adobe Creative Suite Layout and Illustration Products at Adobe. "With SoftCare K4 version 5.8 supporting this powerful yet easy to use set of tools, the publishing industry has an innovative and efficient solution for delivering content for cross-media publishing."

K4 is an integrated system that manages and connects creative and editorial workflows using Adobe InDesign and InCopy. More than 12,000 publishing professionals use the solution worldwide in multiple markets, including newspapers, magazines, books and more. MEI is the exclusive distributor of K4 in the Americas.

"CS3 features some of the most innovative multimedia integration available, which enhances Adobe's already strong reputation as the industry standard for publishers," said Dennis McGuire, CEO and president of MEI. "MEI and SoftCare have always been quick to support Adobe's latest technology, and K4 5.8 ensures that our users can keep themselves connected."

Germany-based K4 developer SoftCare introduced K4 5.8 at its International K4 User Conference on June 15 in Hamburg. The User Conference also featured international customers discussing their positive experiences using K4. Among the conference participants was a representative from BusinessWeek, an MEI customer, who provided insight into their K4 implementation processes and showed how they already use K4 for both their print and online workflows. Linda Bruce, vice president of enterprise sales at MEI, was also on hand.

Availability and Compatibility

K4 Version 5.8 will be available from MEI and its distribution partners by the end of July. The upgrade is compatible with Adobe Creative Suite 3 but also works with Creative Suite 2. All K4 customers on active maintenance agreements are eligible to receive a free upgrade to Version 5.8. K4 XML Exporter is available for purchase as an option for K4 5.6, 5.7 and 5.8 installations. Contact an MEI sales representative at 800-638-1214 or sales@maned.com to schedule your upgrade. Additional information can be found on Managing Editor Inc.'s Web site at <http://www.maned.com>.

About K4

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

The SoftCare 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.

Web site:

<http://www.maned.com>

Product URL:

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

Managing Editor Inc. is an industry leader in the development of software solutions for the evolving publishing industry. The Page Director(R) Series of Advertising and Classified Layout Systems, K4 Publishing System, AdsUp(R) order-entry and CRM system, Integrated Production Suite (IPS), Wave2 self-serve advertising platform and IPS AdTrac deliver automated pagination, workflow, customer relations and digital asset management solutions to newspaper and magazine publishers, as well as to other 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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Paul Weinstein
Media Contact
215-886-5662

pweinstein@maned.com

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