



ARTS PDF Solutions appoints Dan-Ari Feinberg to Vice President, Business Solutions

PDF luminary joins the leading global provider of PDF professional services

Pleasanton, Calif. – July 12, 2004 – ARTS PDF Solutions (APS) today announced the appointment of well-known Portable Document Format (PDF) industry identity Dan-Ari Feinberg of Dionis fame to the position of Vice President, Business Solutions.

Mr. Feinberg has been involved with publishing software for over 14 years and with Adobe® Acrobat® and PDF since 1997. He was the founder of Dionis Software, the creators of Ari's Toolbox – a suite of industry-leading plug-ins for Adobe Acrobat. Ari's Toolbox and other Dionis products were acquired by ARTS PDF in 2002. Mr. Feinberg was also the lead developer of what is now ARTS PDF Split Pro – the industry standard tool for PDF power splitting. He has made several appearances as a speaker at Seybold Seminars events, and sat on numerous PDF and publishing expert panels.

“Dan-Ari is a fantastic addition to the APS team,” said ARTS PDF Solutions Chief Executive Sam Chandler. “We have always respected his ability and we’re thrilled to have him on board. APS has proven again that we attract and retain the best talent in this industry.”

Mr. Feinberg will work closely with APS Chief Technology Officer Chris Dahl and Chief Executive Officer Sam Chandler to define the company's enterprise-level products and services strategy, in addition to managing APS project teams and consulting directly to major APS clients in the continental United States.

Mr. Feinberg joining the APS team is the latest in a string of achievements for the PDF solutions provider in 2004. These achievements include being appointed global preferred integrator for the highly-popular PDFlib product range; forming a strategic partnership with Mapsoft in the United Kingdom to allow Mapsoft to service APS clients in the region; and securing project contracts with Adobe, eBooks.com, Royal Dutch/Shell and Philip Morris.

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About ARTS PDF Solutions

ARTS PDF Solutions (APS) (www.artspdf.com/solutions) is the leading global supplier of Acrobat and PDF consulting services and custom software solutions.

With a team that spans North America, Europe and Australia, a proven history in ARTS PDF retail software and unmatched development resources, businesses use APS to deliver powerful, reliable PDF solutions. As one of a select few professional services firms working in the Acrobat and PDF space, APS offers an incredible scope of experience and industry knowledge.

APS is a BinaryThing (www.binarything.com) business unit and the relationship with other BinaryThing divisions — ARTS PDF (www.artspdf.com), Planet PDF (www.planetpdf.com) and PDF Store (www.pdfstore.com) — provides a unique industry perspective and exposure to nearly every PDF-related product and technology imaginable. The APS breadth of knowledge and resources is the company's key strength.

ARTS PDF and APS clients and customers include Fortune 100 and Fortune Global 500 companies in addition to large government agencies and leading academic institutions across the world.

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