



SoftCare Press Release

Advance Magazine Publishers, Inc. chooses K4 Publishing System as new standard K4 with Adobe InDesign and InCopy to replace QPS and QuarkXPress at all Advance magazines

Hamburg, Germany (March 7th, 2004) -- SoftCare, a leading developer of editorial solutions for Adobe InDesign and Adobe InCopy, today announced that Advance Magazine Publishers, Inc. (New York), one of the largest magazine publishers in the U.S., has purchased K4 Publishing System servers and end user licenses for all of its magazine properties, including Condé Nast Publications, Fairchild Publications and the Golf Digest companies. The K4 Publishing System and its integration with Adobe InDesign CS and InCopy CS will replace the Quark Publishing Systems and QuarkXPress as Advance's new standard in editorial and design workflow for all its magazines.

K4 replaces QPS

A successful installation of K4 at Condé Nast Traveler prompted Advance's decision to implement the system at its 27 publications, which include Vanity Fair, Glamour, and Women's Wear Daily. The additional K4 installations will support nearly 1,200 users. Title-by-title installation is in progress, with completed installations already at Wired, GQ, Details, Cargo and House & Garden. Complete migration of all titles is expected over the next 12 months.

More than 1,000 Users

K4 is a high-performance publishing system that integrates InDesign and InCopy to manage workflow for design and editorial and to control the entire production process. With its multi-level security controls, open SQL architecture and robust customization options, the K4 Publishing System supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises.

High Performance

"We are extremely excited that Advance Magazine Publishers, Inc. has made K4 their editorial system of choice," says Andreas Schrader, Managing director at SoftCare. "In less than three years K4 has become the fastest growing editorial system worldwide and we are now delighted that a major player in the U.S. publishing industry has made the move to K4."

Editorial System of Choice

Launched in October 2003, InDesign CS delivers powerful production capabilities, creative freedom and cross-media support—enabling customers to design, lay out and print pages, as well as export content to the Web, more rapidly and reliably. InCopy CS is Adobe's professional writing and editing program that integrates tightly with Adobe InDesign CS and Adobe Creative Suite to streamline the editorial process.

InDesign & InCopy

"We want layout artists and editors to be able to concentrate on their core areas of expertise—design, creativity, and delivering compelling copy," said Jim Stephens, senior vice president of Creative Professional products at Adobe Systems. "The integration of InDesign CS and InCopy CS in K4 provides a true parallel workflow between editors and designers and enables increased productivity while ensuring the highest level of quality from the beginning of a project through to completion."

Increased Productivity

For further information please contact

SoftCare Software-Service GmbH

Web <http://www.softcare.de>, **Mail** info@softcare.de, **Phone** +49 (0)40 55 69 50 0, **Fax** +49 (0)40 55 69 50 50



SoftCare Press Release

The award-winning K4 Publishing System is a standard solution for professional publishing workflows built around Adobe InDesign CS and Adobe InCopy CS and was the first editorial system for InDesign on the market. With its multilevel security controls and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises, allowing a simultaneous workflow between layout and editorial. K4 offers workflow capabilities for images and ads as well as for other file types such as word processing or spreadsheet files. It offers support for regional editions and multi-language publications, email notification of assignments, deadline management and much more. One of the hallmarks of K4 is its open SQL interface, enabling other systems such as asset management or automated prepress to be linked to K4 within the enterprise. Articles are stored in XML format and can be easily repurposed for use on the Web. Since 1999, K4 has been successfully implemented at magazine, newspaper and book publishing sites ranging in size from 10 to more than 250 users.

About K4

SoftCare was founded in 1990 and is a leading developer of workflow solutions for the publishing industry, helping magazine and newspaper publishers work more efficiently. SoftCare's flagship product is the award-winning K4 Publishing System, the first editorial system for professional publishing workflows based on Adobe InDesign and Adobe InCopy. SoftCare teams up with trained K4 System Integrators throughout Europe and the Americas to ensure high-quality services and support for the system on a local level.

About SoftCare

Managing Editor Inc. (MEI) is an industry leader in the development of quality, proven software solutions for the evolving publishing industry. Founded in 1990, the company was named a laureate of both the 1999 and 2000 Computerworld Smithsonian Collections. Managing Editor is a portfolio company of Adobe Ventures LP, the investment arm of Adobe Systems Inc. (Nasdaq: ADBE), as well as the exclusive distributor of the K4 Publishing System in the Americas. Additional information regarding MEI's products and services can be found on the company's Web site at <http://www.maned.com>.

About MEI

For further information please contact

SoftCare Software-Service GmbH

Web <http://www.softcare.de>, **Mail** info@softcare.de, **Phone** +49 (0)40 55 69 50 0, **Fax** +49 (0)40 55 69 50 50