

Canadian Publisher Transcontinental Purchases SoftCare K4

Popular editorial solution installed throughout North America

Hamburg, Germany, December 13, 2006

SoftCare GmbH, a leading developer of workflow solutions for the publishing industry, today announced that Transcontinental Media, the largest consumer magazine publisher in Canada, has installed SoftCare K4 at its sites in Montreal and Toronto. The installation, the first sale of a K4 system to a Canadian publisher, solidifies the software's reputation as a leading publishing solution, now throughout all of North America.

Transcontinental Inc. is also Canada's second-largest community newspaper publisher and the seventh-largest printer in North America. The company's Media sector, which publishes magazines and newspapers in English and French, has a distribution of more than 200 million copies annually, reaching more than 11 million readers per month. Among its 43 titles in consumer, business, trade and specialty categories are such well-known periodicals as ELLE Canada, Canadian Living, The Hockey News and Style at Home. Transcontinental's newspaper portfolio includes 12 dailies and more than 125 weekly, bi-weekly and monthly newspapers.

K4 replaces a Quark Publishing System that the company used for several years. The smooth transition offered by K4 played a large role in Transcontinental's decision to switch to an entirely new Adobe-based system rather than upgrade their QPS installation, according to the company's Information Technology team.

Transcontinental's K4 purchase includes 48 French-language seats in Montreal to produce the business newspaper Les Affaires. The remaining 112 English-language seats, for a total of 160 concurrent user licenses, are being installed in Toronto. Four titles have already gone live with K4, and Transcontinental expects to be producing 10 publications with K4 by 2007, when the rollout is complete.

"This sale is important because it illustrates K4's power in a variety of situations," said Dennis McGuire, president and CEO of MEI, the exclusive distributor of K4 in the Americas. "Transcontinental's setup takes advantage of the software's ability to handle multiple titles, multiple types of media, and even multiple languages."

About SoftCare

SoftCare was founded in 1990 and is a leading developer of workflow solutions for the publishing industry, helping magazine, newspaper and book publishers work more efficiently. The efficient, integrated publishing solution SoftCare K4 combines efficient working process with verifiable time and cost benefits for users and is now regarded as a standard product within the industry. SoftCare K2, the workgroup system, has provided an excellent base product for people entering the world of professional publishing. The system is ideal for small workgroups that want to combine creative know-how with efficient processes. Simple and secure use as well as flexibility and stability represent decisive benefits for the user. SoftCare K4 has been successfully implemented at sites ranging from 10 to more than

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1,000 users. Both solutions support Mac OS X and Windows clients in mixed-platform environments. The server software is available for Mac OS X Server, Windows and Linux. In addition, Sun Solaris is available as server platform for SoftCare K4. SoftCare teams up with trained System Integrators to ensure high-quality service and support for the system on a local level. More information can be found at <http://www.softcare.de>.

About MEI

Managing Editor Inc. 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 the 1999 and 2000 Computerworld Smithsonian Collections. Managing Editor is a portfolio company of Adobe Systems Inc. (Nasdaq: ADBE). Additional information regarding MEI's products and services can be found on the company's Web site at <http://www.maned.com>.

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