

MEI Case Study Showcases Unique K4 Workflow at The Deal Pipeline

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Jenkintown, PA (October 29, 2009) — Managing Editor Inc. (MEI), an Adobe premier development partner and a leading provider of software solutions for the publishing industry, today released a case study detailing how business news publisher The Deal is using the vjoon K4 Publishing System to meet new needs. The case study highlights K4's role in producing The Deal Pipeline, an innovative online service that provides customized, high-value editorial content and data for subscribers.

The Deal is a leading source for news and updates regarding mergers and acquisitions, private equity, venture capital financings, bankruptcies and deal-making in general. A K4 customer since 2004, it has worked with MEI sub-distributor Flux Consulting to develop workflows for unique publications in several media, including print, Web and PDF. While creating Pipeline in 2008, The Deal found it easy to utilize its K4 system to feed the new Web-based product with exclusive editorial content.

K4 optimizes The Deal Pipeline's production workflow by offering customizable metadata to route files for publication. The system's check-in screen includes site-specific fields that allow editors to tag articles with news "topics," which categorize content and make it easy for subscribers to navigate through relevant stories on the Web site.

By adapting its existing K4 system to manage The Deal Pipeline, The Deal was able to focus its efforts on innovative Web development instead of editorial training. And with a fast-growing base of licensees, The Deal Pipeline has greatly enhanced the value of the company's content in a successful new business model beyond traditional B2B publishing.

More details are available in MEI's case study, posted online at www.maned.com/news/customers/the-dealpr.

About K4

The vjoon 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 vjoon GmbH (formerly SoftCare) of Hamburg, Germany. With more than 340 systems installed in publishing houses, agencies and magazines worldwide, K4 has already revolutionized the editorial workflow for nearly 17,000 users. MEI is the exclusive distributor of K4 in the Americas, with more than 150 installations managing more than 9,700 users.

About Flux Consulting

Flux Consulting, Inc. is a K4 Publishing System integrator and MEI's largest sub-distributor. Since its inception in 1996, Flux Consulting, Inc. has specialized in helping publishing companies implement workgroup publishing and publishing automation solutions and training staff to use new solutions effectively. Flux Consulting, Inc. is an Adobe Certified Trainer and a MEI certified K4 integrator/reseller. For more information, visit www.fluxconsulting.com.

About MEI

Managing Editor Inc. is an industry leader in the development of quality, proven software solutions for the evolving publishing industry. The Page Director® Series of Advertising and Classified Layout Systems, K4 publishing system, Integrated Production Suite (IPS) and IPS AdTrac deliver automated pagination, workflow and digital asset management solutions to newspaper and magazine publishers, as well as to other print and electronic publishing markets. MEI is an Adobe premier development partner and has twice been named a laureate of the Computerworld Smithsonian Collections. Additional information regarding MEI's products and services can be found on the company's Web site at www.maned.com.

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