

MEI Introduces AdsUp Order-Entry and CRM Solution to the Americas

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Press release from: [Managing Editor Inc.](#)

Jenkintown, PA (June 5, 2007) – Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced that it has entered into an agreement with UK software provider 5 fifteen Ltd. to be the exclusive distributor of the AdsUp® software suite in the Americas.

AdsUp is a browser-based order-entry and Customer Relationship Management solution that provides users with a suite of powerful tools for order-entry, ad-tracking, customer contact, business intelligence and finance, all via intuitive Web interfaces. MEI is teaming up with 5 fifteen to distribute, install, train and support AdsUp for users in North and South America.

Known as adIDEPOT in Europe and other markets, AdsUp is developed entirely in Web services. The SOA-built system adheres to emerging standards for advertising interchange and delivers comprehensive functionality, while ensuring that everyone in the enterprise has access to pertinent information. AdsUp uses the latest technologies from industry suppliers such as Microsoft and Adobe, including Microsoft BizTalk Server to manage all the workflow integration.

“AdsUp is a natural extension of our robust line of production management tools,” said Dennis McGuire, CEO and president of MEI. “Its Web-based functionality makes it more customizable and technologically superior to any other order-entry system. With AdsUp and our flagship ad layout solutions, we offer publishers fully automated control of their entire advertising workflows.”

Rod Fenwick, managing director of 5 fifteen, agreed that MEI’s industry-leading products and reputation make it a perfect fit for AdsUp.

“MEI employees, products and customer commitment are held in high regard in the publishing industry,” Fenwick said. “I am delighted that MEI will be representing the software in the Americas.”

Availability

AdsUp is available now. For more details, contact an MEI sales representative at 215-886-5662 or an authorized MEI distributor.

About 5 fifteen

5 fifteen Ltd. is dedicated to the design, development and installation of all-encompassing systems and services that meet magazine publishers’ advertising, subscription, circulation and fulfillment needs. 5 fifteen operates from offices in Slough, England. Specialist teams work on new systems and services for magazine publishers, with a total of more than 120 years of experience behind them. 5 fifteen’s customer base includes Elsevier Science, Macmillan, Hello Magazine, IPC Media and Reed Business Information.

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), Wave2 and IPS AdTrac deliver automated pagination and workflow solutions to newspaper and magazine publishers, as well as to other print and electronic publishing markets. MEI 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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