

## Key MEI Executives to Speak on Content and Digital Asset Management

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Jenkintown, PA (September 18, 2007) – Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced that key executives from its business development team will be speaking at three upcoming trade shows and publishing events.

Mark Leister, MEI's senior vice president of business development, will appear onstage at two of the events. Leister has extensive experience in the publishing industry, holding various editor and production roles before specializing in automation and publishing technology. He currently leads MEI's business development, sales, premium site programs and partner-alliance efforts.

Leister's first appearance will be at FOLIO: Show, Sept. 24 in New York, where he will discuss "Content Management in the Digital Age." This session will address the integration of technology solutions to centralize and standardize content in a common database. Leister will offer unique insight into content management and the importance of having an organized, easy-to-use platform for organizing different types of content, in different media, in a single workflow.

Leister will also be speaking at Adobe MAX 2007, Oct. 3 in Chicago. His topic there will be "Cross-Media Workflows: Managed Workflows." These sessions will focus on technologies for handling content for output in different media channels, such as print and online. He will also provide a deeper look into MEI's recent SoftCare K4 Publishing System installation with third-party solutions at BusinessWeek, which integrated magazine and Web content into one editorial production workflow.

Mark Walter, director of business development for MEI, will be appearing at the TeleScope User Group Conference (TUG) 2007, Sept. 24-25 in Toronto. Walter is a 20-year veteran of the publishing industry and a former editor of The Seybold Report. He is known as an industry analyst focused on emerging media technologies, most recently for his work with The Gilbane Group and, before that, for many years as a senior editor and consultant for Seybold Publications.

TUG is the annual conference for users of North Plains' digital asset management platform, TeleScope. At the event, Walter will speak about integrating TeleScope's powerful DAM capabilities into an editorial workflow with the K4 Publishing System, which easily manages assets during production and sends them back to the DAM system when done. He will also discuss utilizing TeleScope with the Wave2 Publishing Platform and Adobe InDesign Server to implement dynamic publishing of customized sales and marketing collateral.

More information about each event, including registration details, can be found online at:

FOLIO: Show — [www.folioshow.com/](http://www.folioshow.com/)

Adobe MAX — [www.adobemax2007.com/](http://www.adobemax2007.com/)

TUG — [www.telescopeusersgroup.com/](http://www.telescopeusersgroup.com/)

MEI is offering a special discount for FOLIO attendees. Visit [www.maned.com/news/graphics/vipticket.pdf](http://www.maned.com/news/graphics/vipticket.pdf) to find a printable coupon good for \$100 off a full conference pass, or a free exhibit hall pass.

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#### 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, AdsUp® order-entry and CRM system, Integrated Production Suite (IPS), Wave2 self-serve advertising platform and IPS AdTrac deliver automated pagination, workflow, customer relations and digital asset management solutions to newspaper and magazine publishers, as well as to other print and electronic publishing markets. MEI is a portfolio company of Adobe Systems Inc. (Nasdaq: ADBE), 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](http://www.maned.com).

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