

## MEI Appoints New Director of Technical Services

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Jenkintown, PA (October 9, 2007) – Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software solutions for the publishing industry, today announced the appointment of Carter Calle as Director of Technical Services.

Calle will oversee the company's technical services group, whose duties include the installation, integration and support of MEI's software and third-party products, as well as end-user training. As director of this department, Calle is responsible for maintaining the continued satisfaction of customers using MEI's advertising and editorial systems, especially as the company prepares for future expansion.

"We're a growing company, and we need structure in place to accommodate that growth while continuing to offer the high quality of customer service we're known for," Calle said. "This is an exciting opportunity to leverage the success we've already seen at MEI in a way that will facilitate continued advancement of our products."

Before joining MEI in May 2007, Calle held various executive-level positions in customer service for Comcast, ExpressScripts and EarthLink. He has a master's degree in environmental science from the University of Montana and an undergraduate degree from the Georgia Institute of Technology.

"I'm pleased to promote Carter to this new position," said Dennis McGuire, CEO and president of MEI. "His experience working with very large customer service organizations gives me confidence that he has the vision to maintain the support model our customers need, now and in the future."

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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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