



Extensis Corporation
55 S.W. Yamhill Street, Fourth Floor
Portland, OR 97204 USA

Corporate Background

MISSION STATEMENT

Extensis Corporation is a leading software publishing company focused on the design, development and marketing of application-specific utilities that extend the capabilities of popular graphics and page layout applications for Macintosh- and Windows-based personal computers. The company's mission is to empower users to get the most from their existing financial, educational and professional investment in their application software.

Extensis offers products that let advertising and design professionals, production artists, publishers, multimedia developers, graphic, game and World Wide Web site designers, as well as digital imagers and photographers maximize their investment in their major software applications. Currently, the company's products are designed to enhance the top-selling applications on both Macintosh and Windows computers, including: QuarkXPress, Adobe Photoshop, Adobe Illustrator, Adobe PageMaker, Adobe PageMill and Macromedia Freehand.

MANAGEMENT TEAM

Headquartered in Portland, Oregon, with 40 employees, Extensis Corporation was launched in the summer of 1993 by Now Software, Inc. founder Craig Barnes. The company has assembled an experienced management team with a diverse background in the software publishing industry. The team includes executives and key engineers from Now Software, Claris Corp., Apple Computer, Central Point Software, Farallon Computing, Quark Inc., InFocus Systems, Adobe Systems Inc. and other organizations with experience in pioneering markets where none previously existed.

Craig Barnes, president and CEO.

Craig's focus is on product strategy, product design and external developer and technology acquisition programs. As founder of Now Software, he was instrumental in designing that firm's award-winning products, including Now Utilities, Now Up-To-Date and Now Contact. Craig also was actively involved in the management of Now's marketing programs, trade show participation, packaging, branding, product acquisitions and key recruiting. He sold the majority of his interest in the firm to various investors in the summer of 1993 and founded Extensis Corporation shortly thereafter. Craig attended Carnegie-Mellon University.

Randy Hill, co-founder and vice president, Product Development.

Randy was a senior software engineer at Claris Corporation in the Core Technology Group from 1991 until 1993, where he researched and developed advanced technologies for Claris products. Experienced at multi-platform development and management, Randy was a founding employee of Now Software and worked on early versions of Now Utilities. In 1994, he worked as a senior engineer in the Macintosh products group at Central Point Software before leaving to co-found Extensis Corporation with Craig Barnes. Randy studied Computer Science at Portland State University.

Mark Garrison, vice president, Finance and Operations.

Mark was formerly the vice president and chief financial officer with ATEQ Corporation, a \$25-million manufacturer of lithography equipment for the semiconductor industry. Before working at ATEQ, he helped finance early-stage technology companies as a loan officer for the Technology Banking Division of First Interstate Bank of Oregon. Mark is a certified public accountant formerly with Price Waterhouse. He holds a Bachelor of Science degree in Accounting from The University of Idaho.

John Chaffee, vice president, Marketing.

John was formerly in product and sales management with Now Software and Farallon Computing. At Now Software, he was the senior product manager for Now Up-To-Date, the award-winning multi-user scheduling software for the Macintosh. At Farallon, he worked as product manager for Ethernet cards and PhoneNet connectors for the Macintosh, third-party marketing manager and sales manager. John holds a Bachelor of Arts degree in Business from St. Mary's College.

Craig Keudell, vice president, Sales.

Formerly a Central Point Software sales executive, Craig was credited with bringing in the largest corporate account in the company's history. As western district manager for Central Point, he was responsible for all business within corporate, OEM and reseller accounts, including sales and channel partner training, volume licensing programs for DOS, Windows, OS/2 and Macintosh platforms, and national Macintosh platform programs for resellers and national accounts. Craig holds a Bachelor of Science degree in Finance/Marketing from Oregon State University.

DISTRIBUTORS AND RESELLERS

Extensis products are available worldwide through major distributors in the United States, Europe, the Middle East, Australia and the Pacific Rim. National and regional resellers include Ingram Micro, Douglas Stewart (educational), Egghead Software, MicroWarehouse, PC Connection, Multiple Zones, the World Wide Power Company and other major software resellers. Extensis' European Office is located in Amsterdam, Holland, and the contact there is Jeroen Sonnemans, phone 011-31-3024-75055. Transoft is the exclusive Extensis distributor in Japan. For a more detailed look at Extensis' domestic and international distributors and resellers, please visit the Extensis World Wide Web site at <http://www.extensis.com>.

CURRENT PRODUCT LINE

PhotoTools 1.0	Adobe Photoshop	Macintosh, Windows
CyberPress 1.0	QuarkXPress	Macintosh
QX-Tools 2.0	QuarkXPress	Macintosh
PageTools 2.0	Adobe PageMaker	Macintosh, Windows
IntelliHance 2.0	Adobe Photoshop	Macintosh, Windows
DrawTools 1.0	Adobe Illustrator &	Macintosh
	Macromedia Freehand	Macintosh
Fetch 1.2	—	Macintosh