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FOR IMMEDIATE RELEASE

Extensis Corporation Ships CyberPress™ for QuarkXPress®

New powerful, low-cost HTML converter for QuarkXPress is bundled with Adobe PageMill™

PORTLAND, OREGON—SEPTEMBER, 10 1996—Extensis Corporation, the leading supplier of enhancement software for graphics applications today announced that it shipped its Web authoring tool, CyberPress for QuarkXPress. CyberPress offers QuarkXPress users the quickest, easiest and most affordable way to repurpose their existing QuarkXPress content for the World Wide Web. Extensis will bundle CyberPress with the newest version of Adobe System's best-selling Web-creation product, PageMill 2.0.

CyberPress quickly and easily exports and converts existing content in QuarkXPress to HTML (HyperText Markup language) format for instantaneous use on the World Wide Web. Following the precedent set by its best-selling QuarkXPress XTensions® package, QX-Tools™, CyberPress is heavy on power and functionality and light on price. "Anyone who uses QuarkXPress and wants to design for the Web needs this product," says Craig Barnes, president and CEO at Extensis. "It's the ideal tool for putting your existing content on the Web with minimum hassle and little time investment. Best of all, CyberPress is priced hundreds of dollars less than current offerings and combined with PageMill 2.0, is a truly powerful Web development package."

CyberPress functions as an XTension within QuarkXPress. Using any QuarkXPress 3.31 and later document, CyberPress' easy-to-use palette provides users with an instant list of the document's entire contents, which can then be exported into HTML format with a single click. (Users can rearrange the order in which items are exported, if desired.) Graphics are converted into the appropriate format (GIF or JPEG)—including transparencies in GIFs—and text is converted to HTML format while preserving XPress character formatting. What's more, the XTension supports conversion of tab-delimited text and bulleted lists to the corresponding table and list formats as utilized in Netscape's Navigator™ 2.0 Web browser. CyberPress also defines URLs (Uniform Resource Locators) and offers additional functions through the CyberPress Palette.

The Ultimate Web-publishing Bundle

CyberPress, which provides the fastest and easiest way to convert your QuarkXPress content into HTML format, will be bundled with Adobe PageMill 2.0, the leading Web-authoring application. With its powerful WYSIWYG Web-authoring functions, PageMill combined with CyberPress provides a complete solution for any QuarkXPress user who wants to repurpose QuarkXPress content for the Web. PageMill 2.0 complements CyberPress by adding HTML editing and the ability to define image maps, frames and other advanced functions. Extensis will bundle the two products for an estimated street price of \$149.95, creating one of the most powerful Web-development tools for a fraction of the cost of similar capabilities.

“We’re delighted that Extensis is bundling CyberPress with PageMill—the industry standard for personal Web-authoring,” says Kevin Wandryk, director of business development, Internet Products Group, Adobe Systems. “Extensis has consistently provided graphics professionals with indispensable tools which help them get their work done faster and more easily. By bundling PageMill 2.0 with CyberPress, Extensis is offering an elegant, complete solution for any designer that is interested in repurposing their QuarkXPress content for the World Wide Web — and they’re doing so at an extraordinary price.”

Pricing and Availability

CyberPress for Macintosh is available and will ship with Adobe PageMill. Extensis will bundle Adobe PageMill 1.02 with CyberPress until PageMill 2.0 is released (expected to ship in October, 1996). All registered users will receive a free upgrade to PageMill 2.0. Cyberpress is available for an estimated street price of \$149.95 (US). The bundle can be purchased directly from Extensis at (800) 796-9798, or from major software resellers such as Ingram Micro, MacZone, MacWarehouse The World Wide Power Company and others. CyberPress is compatible with QuarkXPress 3.31 or later and Macintosh System 7.1 or later.

Extensis Corporation, founded in 1993, develops, markets and distributes application-enhancement software solutions that enable users to maximize their financial and professional investment in their existing applications. For a more detailed look at Extensis Corporation, please visit the Extensis web site at <http://www.extensis.com>.

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