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## **For Immediate Release**

# **Adobe® Fetch™ Acquired by Extensis Corporation**

## **Leading developer of graphics utilities to complement existing line with popular digital media cataloging program**

**Portland, Oregon, July 1, 1996**—Extensis Corporation, a leading supplier of application enhancement software, today announced that it has acquired the rights to Adobe Fetch—the market-leading digital media database application, which enables users to efficiently manage, locate and retrieve their digital content. Effective August 1, 1996, Extensis will acquire all rights and assume control of development, marketing, sales, distribution and support for the product. At that time, Adobe Fetch will be rebranded under the name Extensis Fetch. Financial terms of the agreement were not disclosed.

Extensis is focused on the design and development of application-enhancement software for leading graphics applications. Extensis' product line currently includes PageTools™ for Adobe PageMaker™, DrawTools™ for Adobe Illustrator™ and Macromedia FreeHand™, Intellihance™ for Adobe Photoshop™ and QX-Tools™ for QuarkXPress™. As part of its commitment to offer accessories for graphics applications that combine consistent ease-of-use with versatile and powerful features, Extensis views Adobe Fetch as an obvious addition to their current product offerings.

“The addition of Adobe Fetch to our current product line enables users to realize enormous productivity gains and maximize their existing digital assets,” said Craig Barnes, President and CEO at Extensis. “Our proven ability to successfully provide solutions for graphics professionals who work in numerous applications and with a significant amount of digital media makes Fetch a perfect fit for Extensis. We look forward to continued support, development and enhancement of the existing technology to ensure delivery of the most effective tool for managing digital files and inventory.”

Adobe Fetch makes catalog creation and access quick and efficient. With the advent of new technology and the exponential growth of the World Wide Web, users are faced with continually

growing sources of digital media. Adobe Fetch offers an easy and unique way to organize, browse, transfer and access photo images, clip art, digital movies, presentations and much more, regardless of the data's location or format. Adobe Fetch is the media management standard among graphics professionals who purchase, create and repurpose digital art and multimedia files, or reformat their existing content for delivery on CD-ROM or over the World Wide Web.

"We are excited that Extensis will continue to support the visual database market sector, and have every confidence that Fetch customers will be in good hands," said Mike Peronto, vice president of graphics publishing. "Extensis is an important developer for Adobe, and they have proved to be a major player in the application-enhancement software market. With this move to acquire Fetch, Extensis is broadening their market appeal by providing additional solutions to users who demand high-quality productivity tools."

### **Pricing and Availability**

Extensis Fetch will be available for the Macintosh beginning August 1, 1996. Extensis will offer a multi-user version of Fetch for an estimated street price of \$149.95. Both Adobe and Extensis will work jointly to ensure a smooth transition for customers. Extensis' Customer Service department can be reached at (503) 274-2020; Technical Support is available at (503) 274-7030. Adobe will continue to sell and support Fetch until August 1, 1996, when the product will be officially transitioned to Extensis.

Extensis Corporation, founded in 1993, is located in Portland, Oregon. Extensis develops, markets and distributes application-enhancement software solutions that enable users to maximize their emotional, professional and financial investment in their existing applications. Extensis products are available direct from Extensis at (800) 796-9798 or through its network of national and international distributors. For a more detailed look at Extensis please visit the Extensis web site at <http://www.extensis.com> on the World Wide Web.

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