For immediate release

QuarkXPress 8 Makes a Positive Impression on the Print & Graphic Arts Sectors

A year after its official release, QuarkXPress 8 is firmly installed at the heart of French printing houses —proof of its commitment to the industry.

Paris, France — May 25, 2009 — Quark today announced that professional output providers — printers, prepress houses, and finishing businesses — have once again, demonstrated their confidence in QuarkXPress®, with hundreds of companies in the sector signing up to QuarkXPress 8.

Launched in May 2008, QuarkXPress 8 enables designers to work faster with fewer clicks thanks to a modern, intuitive interface designed specifically for he purpose of professional page lay-out. QuarkXPress includes built-in Web and Flash® authoring tools, as well as rich typographic features and global publishing capabilities. One year after its launch, customers worldwide have unanimously recognized that this new version is one of the most important ever released and that it has improved their productivity from day one, as demonstrated in a comparative study published in May 2008 by the independent firm Pfeiffer Consulting (http://8.quark.com/fr/pfeiffer_report.html).

QuarkXPress 8: Bound for Success
The printing industry has always been an enthusiastic user of QuarkXPress, and this new version has received very favorable feedback from hundreds of printers throughout the country. Among others, we can cite Paul Koch Imprimeur/A2Quad (Val-de-Marne) and Imprimerie Le Govic (Loire-Atlantique).
Imprimeries Réunies Lausanne SA (IRL – www.irl.ch) is a company in the largest print group in Switzerland, Swissprinters AG. "Thanks to its modern, versatile machines, Swissprinters IRL SA can print a wide range of products, from business cards to art books, including periodicals, leaflets, annual reports, catalogs, etc," explains Stefan Vago, IRL's Data Management Manager.

" We are also at the forefront of associated services such as subscription management, routing, automated production workflows, stock management, etc., and we use the latest versions of production software, including QuarkXPress 8."

Jérôme Guillement, in charge of technology at Fabrègue Imprimeur (www.fabregue.fr) puts forward, from his perspective, the reasons for this change: "QuarkXPress 8 seduced us with its much more modern and intuitive interface. It ranges from a reorganization of palettes, the expanded new tools - in particular for viewing images with its real size -, to the many new keyboard shortcuts. The new version can be understood relatively quickly and enables time to be saved when carrying out many tasks… which makes it difficult to go back and work with QuarkXPress 7!"

For Benjamin Vigier, prepress manager for Le Révérend Imprimeur (www.lereverend.com/) — present throughout Northwestern France, with seven production sites and agencies —"Since acquiring QuarkXPress 8, we have been able to process all of our clients' native documents without difficulty, as well as faster and more easily. Version 8 has enabled us to increase security when generating PDFs intended for our Agfa Apogee workflow. This is essential for a prepress service processing large volumes of files with a great deal of flexibility for many clients with a wide variety of profiles. With QuarkXPress 8, we have been able to provide these services to our clients and follow their technological developments."

Job Jackets: A Proven Technology

Introduced in QuarkXPress 7 and enhanced in QuarkXPress 8, the unique Job Jackets® technology represents a major step forward for reliably outputting print files. It serves to guarantee that a print job complies with its specifications as soon as it is created, and that it continues to respect them throughout the design and production process, all the way through until printing. In addition, Job Jackets expand the concept of the application of specifications beyond an individual user by combining projects with synchronized, dynamically updatable specifications containing all necessary style sheets, colours, and other elements, including the size and number of pages. This means teams can guarantee perfect consistency between associated projects, even if specifications change.

For Jérôme Guillement, from the Fabrègue printing house (Haute-Vienne), "For us, Job Jackets represent a real innovation in terms of productivity, both for our clients and for our internal work. For our clients, and in particular for communications agencies, this technology has enabled us to make them aware of and help them control their document (preflight rules) and produce PDFs that meet our requirements without any configuration on their part. For our internal work, the impending implementation of Job Jackets will enable us to create recurrent documents using pre-configured settings (such as styles, colours, and hyphenation rules). This implementation will result in the harmonization of creations, significant time savings, and above all it will enable us to avoid any document production errors."

Quark at the Heart of Dynamic Publishing

With its range of dynamic publishing solutions and technologies — QuarkXPress Server, Quark Publishing System®, and Quark® Reviewer, for example — Quark also addresses the needs of printers whose clients require the printing and distribution of international content on multiple platforms while perfectly respecting their design and branding guidelines.

This type of requirement is particularly important for the production of catalogs, which is among the most complex publishing processes. It requires the collection of a wide variety of information about products (such as descriptions, illustrations, prices, and historical data) from different sources, and then the combining of that information in an order and with a presentation likely to encourage their purchase by the target audience. In addition to task automation, dynamic publishing solutions reduce costs and complexity in catalog production by rationalizing and accelerating the production process.

Gildas Duval, Quark Sales Director for Southern Europe, declares: "Whether for desktop publishing or Web-to-print publishing, Quark addresses all of the requirements that graphical supply chain businesses, led by printers, must meet. With QuarkXPress 8, Quark again demonstrates its ability to adapt and its innovative dimension."

About Quark
Quark Inc. (euro.quark.com) provides desktop publishing and dynamic publishing software that help customers design and publish richly designed communications across a broad spectrum of media. Two decades ago, our flagship product — QuarkXPress — changed the course of traditional

publishing. Today, not only does QuarkXPress continue to innovate in the desktop publishing market —now Quark is revolutionizing publishing again with Quark Dynamic Publishing Solution, helping customers cost-effectively meet enterprise-scale publishing challenges by extending the b enefits of advanced technologies across the publishing process. Denver-based Quark Inc. is privately held.

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