

December 1, 2005

Bahrain's Al-Watan Newspaper opts for **QuarkXPress® and ArabicXT™**

Dubai, UAE – Al Watan newspaper in Bahrain opted for QuarkXPress and ArabicXT as its standard for editorial and design workflow, announced Layout Middle East today.

“We made the decision based on a careful evaluation of different publishing solutions and an extensive market analysis,” explained Dr. Zakareya Ahmed, I.T. Consultant for Al-Watan in Bahrain.

“We are confident that QuarkXPress in tandem with ArabicXT offers us the most effective, reliable foundation for reducing creation time and cutting costs at Al-Watan,” Dr. Zakareya said.

“Furthermore, Layout Middle East has consistently demonstrated their commitment to customer service. Knowing that we can rely on their expertise at any time is a great reassurance to us in our world of extreme deadline pressures,” Dr. Zakareya Ahmed added.

QuarkXPress is known for offering consistent and reliable output which prevents costly mistakes through cutting-edge features including projects and layers, synchronized text, color management, and print output.

ArabicXT customizes QuarkXPress, transforming it into a powerful and easy-to-use Arabic DTP solution.

QuarkXPress with ArabicXT is considered the basic building block for publishers because it offers consistent and true cross-media publishing and content management tools.

“Newspapers in the Middle East are experiencing fierce competition, not only from existing publishers but also from newcomers hoping to seize market share,” said Joe Karkour, General Manager of Layout ME. *“QuarkXPress with ArabicXT allows publishers to increase productivity and quality with ease, so they can give greater attention to increasing readership and advertising revenues.”*

QuarkXPress 6, the latest release, includes significant performance improvements, seamless integration with third-party XTensions and a variety of sophisticated new visual effects, as well as cross-media integration.

Al-Watan newspaper joins a growing number of publishers in the Middle East that have selected QuarkXPress and ArabicXT as the solution to meet demanding, time-sensitive production schedules.



About Layout Middle East FZ LLC.

Layout ME of Dubai (UAE) (<http://www.layoutme.com>) is Layout Ltd.'s full-service distributor in the Middle East. Layout Middle East also acts as a distributor of other value added products such as **Microtek™ Scanners and EIZO™ Color Management Monitors** and many other brands.

About Quark

Quark Inc. (www.quark.com) is an industry leader and the only software company providing multi-channel communication and commerce management software solutions that are transforming the business of creative communications. Quark has provided award-winning software for professional publishers since its flagship product, QuarkXPress, changed the course of traditional publishing. Founded in 1981, Denver-based Quark Inc. is privately held.

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