

NedGraphics Selected by Adobe as a Solution Partner

NedSense/NedGraphics (NYSE Euronext Amsterdam:NEDSE) Has Been Selected by Adobe Systems Incorporated as an Official Adobe Solution Partner:



New York, Aug. 9, 2010 – As an Adobe® Solution Partner, NedGraphics will focus on product design and development for the apparel, retail and textile industries. Several leading brands and well-established multinationals in these markets have already implemented technology from both companies and the solution will build on this natural synergy.

“Adobe hardly needs any introduction when it comes to designers and product developers,” says Pieter Aarts, CEO of NedSense/NedGraphics. “For a number of years, we have encouraged our users to take advantage of Adobe solutions, especially the Adobe Creative Suite®, and combine these with NedGraphics’s unique fabric, design and coloring applications. We are very proud that NedGraphics has been selected to be the Adobe Solutions Partner for our industry, in recognition of our strengths, skills and market leadership.

“Adobe Creative Suite 5 and Illustrator CS5 are essential tools for the apparel, retail and textile industries,” said David Macy, senior product manager for Illustrator at Adobe. “NedSense/NedGraphics’ specialized workflow tools provide deep integration with products like Illustrator, Photoshop and InDesign that will help customers increase productivity and ensure the production of high quality merchandise.”

Supporting Comprehensive Solutions

NedGraphics will expand the Adobe offering by supporting the combined solution. “We have a global network of offices and agents who are all very familiar with the use of Adobe products alongside the NedGraphics workflow,” says Aarts. “The collaboration with Adobe will improve our ability to support our combined clients and ensure their success and competitive advantage into the future.”

Upgrading to the Latest Releases

NedGraphics introduces Version 11, building on over 30 years of consistent enhancements. Version 11 boasts new design tools and efficiency improvements including a number of integration advancements with Adobe Creative Suite 5. Today, users of Version 11 will experience the following benefits:

- Import and export files for Adobe Photoshop®
- Import and export files for Adobe Illustrator®
- Export files for Adobe InDesign®
- Export files and browse for Adobe Bridge

Adobe also introduced in April 2010, the Adobe Creative Suite 5 product family, a breakthrough release of the industry-leading design and development software for virtually every creative workflow. With more than 250 new product features, the Creative Suite 5 product line brings exciting full-version upgrades of flagship creative tools and workflow enhancements to designers and developers.

About NedSense Enterprises n.v. and NedGraphics

NedGraphics is a wholly owned subsidiary of NedSense enterprises n.v. Through its subsidiary,

NedSense has built up an impressive track record of developing and producing software solutions for the fashion and textile industry over a period of 30 years.

NedSense serves more than 3,500 customers through a global network of over 42 resellers and agents. Its 14 offices are ideally located in the leading textile, fashion and production centers of the world. To enhance and preserve its dominant market position NedGraphics continues to invest in its highly qualified staff, market research, and product development.

The corporate philosophy and professional approach of NedGraphics ensures a close working relationship with the finest designers and manufacturers by offering them solutions which are of the highest level of functionality. It enables its clients to improve their sales through minimizing "time to market", optimizing product development flow and reducing sampling costs. Each software solution is offered in a fully integrated modular system to guarantee the current and future operational performance. NedSense is listed on NYSE Euronext Amsterdam [NEDSE]. More information on www.nedgraphics.com and www.nedsense.com