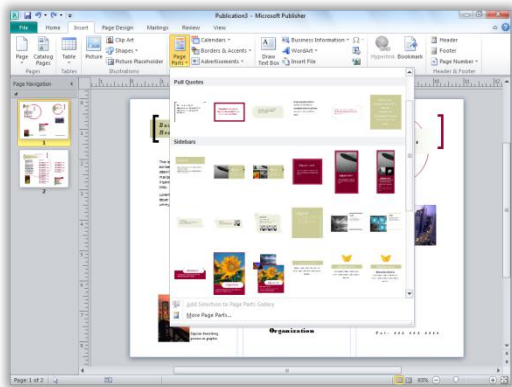


Top 10 reasons to try Publisher 2010

1 Go from concept to completion quickly.

Microsoft® Publisher 2010 delivers the features you need to focus on creating your best work. Preview the built-in templates with your brand elements and selected font schemes and color schemes applied. Review your publication for design and layout mistakes before printing or distributing. Easily reuse content from your work, including graphics and text. You also can insert and customize content from galleries of built-in and online building blocks, such as page stories, sidebars, advertisements, and calendars.



2 Energize your work with improved photo tools.

With Publisher 2010, you can look like a photo expert. Insert and customize photos easily while preserving the look and layout of your publication or template. Just drag your image to pan, resize to zoom, or crop while viewing the entire image in shadow for picture-perfect results. You can tweak color and brightness, apply formatting styles, swap the position of selected images on the page, choose from a library of picture caption layouts, or change the shapes of your photos, all from within Publisher.

3 Add a flair of sophistication to your publication.

Publisher 2010 delivers new tools that help you transform ordinary text into fine typography. Use the stylistic sets, stylistic alternates, true small caps, ligatures, number styles, and more that are available in many OpenType fonts that come with Publisher to get a different look without finding new fonts. You can also use additional OpenType fonts that are available through other companies. Put your own creative flourish on your publications.¹



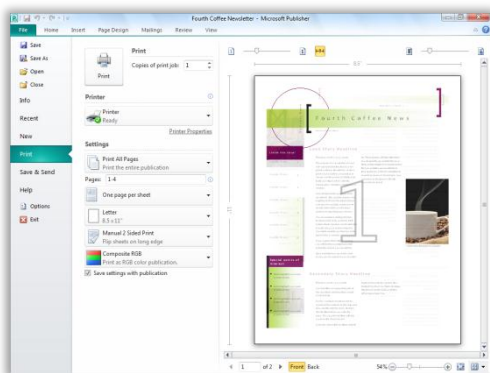
4 Enjoy more design and layout control.

With Publisher 2010, new, more flexible object alignment technology and guides make it easier than ever to align new objects, images, or text boxes to existing objects in a publication or template. Publisher briefly provides a suggested location for a new object before you place it and always leaves the final placement up to you.

¹ The new typography tools may be used only with OpenType fonts (such as Gabriola, Candara, Cambria, or Calibri) that contain applicable features such as stylistic sets or ligatures.

5 Ensure that your work looks as good in print as it does on screen.

With Publisher 2010, you can see exactly how your work will look when printed. Adjust print settings while viewing a large print preview of your publication—no need to switch back and forth between multiple views or screens to see the impact of your changes. You can also use the new backlight feature to see “through” the paper to preview the other side of your publication, so that your page “flips” exactly as you want it.



6 Communicate with confidence.

Publisher 2010 makes it a snap to eliminate errors before you publish or share your work. The new Microsoft Office Backstage™ view gives you centralized access to info about your publication, including the Design Checker that automatically reviews your publication for a variety of mistakes, identifying common desktop, commercial print, or e-mail problems, and provides options to fix them prior to distribution.

7 Get started quickly with pre-designed, customizable templates.

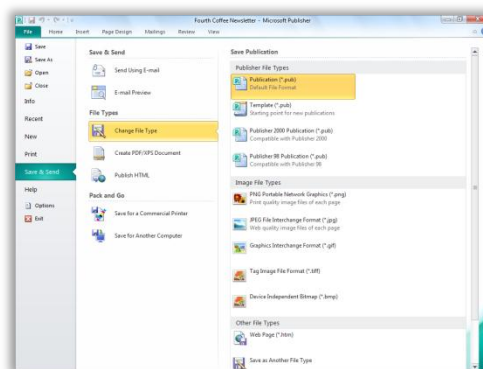
Looking for something special? Without leaving Publisher 2010, you can view and download high-quality templates created by businesses and other Publisher users, which are hosted on Office.com. Or choose from a library of hundreds of built-in, customizable design templates. Create and share your own templates and creativity with the Publisher user community. It’s easy, fun, and fast.

8 Combine lists within Publisher for personalized communications.

The Mailings tab on the Ribbon makes it even more efficient to create, manage, and store a single customer list in Publisher. Combine and edit customer lists from multiple sources, including Microsoft Excel®, Outlook®, Word, and more. Then personalize your publications and marketing materials for additional impact.

9 Share your work easily.

Now you can more easily share your publications. Save a PDF or XPS format version of your publication, or save a copy of your publication in your choice of several image formats, such as JPEG, for easy printing and sharing. Password-protect your PDF file for extra security. No add-ins or additional downloads are required.



10 Work more efficiently.

With the Ribbon now incorporated in Publisher, you can access commands more quickly, and customize the Ribbon to display the commands most relevant to you. The Backstage view makes it easier to save, share, print, and publish content with just a few clicks. And, a new Page Navigation pane provides a thumbnail view of each page of your publication so you can drag thumbnails to easily reorder pages or right-click a thumbnail for quick access to several page-management tasks. Publisher 2010 gives you a streamlined, customizable workspace that makes it easier than ever to focus on the task at hand.