

FOR IMMEDIATE RELEASE

Contact: Cynde Wood
Xinet, Inc.
cynde.wood@xinet.com
+1 510.845.0555

**Xinet To Show Simple Digital Asset Management for
Printers and Prepress at Graph Expo (Booth #4649)**

Berkeley, CA – August 13, 2003 – At Graph Expo, Xinet, Inc. will be showing FullPress®, the leading server software package, WebNative™, the popular digital asset management solution, and WebNative Venture™, the only digital asset management database that's automatically integrated with production.

With the combination of FullPress and WebNative, it's easy for printers and prepress companies to attract new customers and strengthen current customers' loyalty by offering Internet services.

FullPress is a robust server software engine that sits at the center of the workflow, providing client-server file sharing, print spooling, automated output generation of PostScript, PDF, and TIFF/IT.

WebNative is an Internet-based point of access into the workflow. With a standard web browser, users can search for, download, upload, preview and re-purpose files and artwork from anywhere - 24 hours a day. The high degree of access enables efficient, multi-site collaboration, resulting in faster job turnaround and higher productivity.

Xinet's WebNative™ Venture is WebNative with a fully integrated, enterprise-strength database. Unlike most DAM databases that sit on the outside looking in, WebNative Venture operates within the workflow.

WebNative Venture allows for an unlimited number of metadata fields to record critical information, and permits an unlimited number of database connections, so multiple users can search and access files simultaneously -- on site or remotely.

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About Xinet, Inc.

Xinet has developed image server software for the graphic arts, communications, publishing and printing industries since 1991. Now the de facto standard among advertising agencies worldwide, the Xinet WebNative platform is the only digital asset management system that offers a dynamic production workflow toolset.

With its integrated database that speeds search and retrieval of assets, Xinet WebNative also creates automated, metadata-driven workflows. Through a browser-based interface accessible over the network or over the Internet, Xinet WebNative marries dynamic content distribution and manufacturing systems into one powerful asset management tool used globally by top marketers.

Xinet's customers include: BBDO, Draft FCB Group, Lowe Worldwide, McCann Erickson, Ogilvy & Mather, TBWA Worldwide, TracyLocke; Macy's, Jarden Corp./Sunbeam, Otto Versand; *Fortune*, *Sports Illustrated*, *Time*; and Quebecor World.

Xinet's worldwide headquarters is in Berkeley, Calif.; its European office is in Munich. Xinet, FullPress and WebNative are registered trademarks of Xinet, Inc.

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