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**Xinet to Unveil WebNative Portal at Print 05:
Adobe to Show XMP integration with Xinet Server Solution**

BERKELEY, California - August 25, 2005 -- Xinet, Inc. (www.xinet.com), a leader in digital asset management and server solutions for advertising, printing, publishing, and retail companies and the only provider of workflow-integrated digital asset management, will unveil WebNative® Portal at Print 05.

Released June 1st and debuting at Print 05, WebNative Portal is a collaborative bridge between content creation and manufacturing systems, including integration with Adobe and Adobe's Extensible Metadata Platform™ (XMP).

At a press conference Sunday, September 11 at 4:15 p.m. in the McCormick Place Press Briefing room, Xinet will demonstrate WebNative Portal, then Adobe will demonstrate how Creative Suite 2 integrates with Xinet's digital warehouse solution.

Xinet will also exhibit its complete digital warehouse solution, and video case studies of the world's top printers, magazines and advertising agencies, at the Xinet Print 05 booth, #6545, McCormick Place North, from September 9 to 15, 2005.

Secure, Flexible DAM

WebNative Portal makes it simple for companies to create a powerful, visible web presence without investing in costly infrastructure.

"We bought WebNative Portal to satisfy the needs of our clients who want a DAM system that's better, faster, quicker — without being expensive," said Joe Kohler, Managing Director of Schawk New York.

WebNative Portal provides a display layer for the total Xinet solution: Xinet's FullPress server software engine, WebNative, a web-based front-end to FullPress that gives 24/7 access to files and archives, and WebNative Venture, an integrated database that lets printers create automated, database-driven workflows.

WebNative Portal fully supports Adobe's Extensible Metadata Platform™ (XMP) metadata format to allow powerful desktop-to-server metadata management. Xinet's integration with XMP provides exciting workflow flexibility and automation driven from the desktop.

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"Adobe Creative Suite 2 is a design and publishing environment that the creative community can rely on and build upon to deliver creative content with descriptive metadata," said Andrew Salop, senior product manager, Digital Asset Management Technologies at Adobe. "Users of Xinet's WebNative Portal will benefit from its ability to harvest standards-based Adobe XMP metadata captured in content created within Adobe Creative Suite."

WebNative Portal moves the entry point of Xinet's asset management solution to a proxy server outside the firewall. This additional networking layer increases security of hosted assets and satisfies the common IT requirement for putting web-facing servers in the "DMZ."

"WebNative Portal's template-based architecture is easily customized with web-authoring applications such as Dreamweaver and GoLive. "WebNative Portal gives printers the ability to create a unique, customer-focused DAM offering rather than just a cookie-cutter DAM offering for their customers. It increases customer satisfaction by giving customers what they want," said Dave Ballantyne, VP of IT and Advanced Technology at PI Media, a 400-employee division of the 2,000-employee St. Joseph Communications. A Seybold Chicago 05 keynote speaker on "The Future of Catalogs," Ballantyne is using WebNative Portal to develop customized sites for clients Sears Canada and Broder Brothers.

In the wake of consolidation, printers face the challenge of coordinating varied digital prepress environments. WebNative Portal provides the front-end gateway to the printer's distributed manufacturing environments.

With sign-on into one website, printers' customers access assets housed in multiple locations. Though assets may be scattered among multiple sites, customers don't need to consider the location of their files. WebNative Portal transparently provides users a single view of their data.

With its enhanced security and flexible architecture, WebNative Portal provides:

- Easy branding and customization
- Multi-site deployment
- Usage control features
- Flexible web-hosting architecture
- Usage control features
- Asset Timer
- Asset Fulfillment Request
- On-line Approval
- One-Click Download
- International Localization in 10 languages

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Easily configured to link multi-site printers, WebNative Portal provides access to the printer's data warehouse, enabling communication from the center outward to production, customers, distribution, archiving, and image management.

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.

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