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**Xinet Donation Augments Workflow at
RIT's School of Print Media**
System incorporated into undergraduate and graduate course work

Berkeley, CA - September 19, 2003 - Rochester Institute of Technology has received a substantial donation that is enhancing learning opportunities for students within RIT's School of Print Media—recognized internationally as a leading provider of graphic communications education.

Xinet, a developer of high-performance networking software, gave RIT FullPress, the leading prepress server software; WebNative, the Internet-based workflow extension to FullPress; and WebNative Venture, Xinet's fully integrated, web-enabled, digital asset management database.

"The Xinet workflow solution is an impressive and powerful addition to the educational tools available at RIT's School of Print Media," says Erich Lehman, prepress facilities coordinator. "These resources have been quickly integrated into our curriculum, and the Xinet training and support have been top-notch."

Donated in April, FullPress enables RIT to streamline print queues and integrate PDF/X-1a conversion into RIT's PDF workflow. WebNative and WebNative Venture are being used in undergraduate and graduate courses such as Digital Asset Management, Digital Workflow, Crossmedia Production, Desktop Prepress Systems, and Design Parameters.

"The flexibility of the Xinet product line ensures that each faculty member will be able to use the software to suit individual course needs," explains Michael Kleper, the Paul and Louise Miller Distinguished Professor in the School of Print Media. "Through the use of WebNative, students will be able to access digital resources from outside sources, making the software beneficial for our Distance Learning students as well."

States Lehman, "The WebNative tools take our students' understanding of workflow and server-based production to a whole new level." Xinet CEO Scott Seebass indicates the combination of Xinet software and RIT's School of Print Media are a natural fit.

"Getting Xinet software into the RIT classroom gives thousands of future print and graphic arts professionals a head start on using the best networking technology available," says Seebass. Since 1985, Xinet has focused its engineering expertise on creating flexible and efficient workflows in publishing and prepress environments. In any

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industry where graphic files are transferred between servers, workstations and output devices, Xinet products help customers streamline production, manage assets and increase profitability.

Internationally recognized as a leader in imaging, technology, fine and applied arts, and education of the deaf, Rochester Institute of Technology enrolls 15,400 full- and part-time students in more than 250 career-oriented and professional programs. RIT's School of Print Media, considered among the best of its kind in the world, offers such programs as graphic media, printing systems, and traditional and electronic publishing.

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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