

**FOR IMMEDIATE RELEASE**

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**Xinet Releases White Paper on the ROI of  
Digital Asset Management:  
“Assessing the Value of DAM Systems for Advertising Agencies”**

BERKELEY, California – April 26, 2006 -- Digital asset management leader Xinet, Inc. (www.xinet.com) has released a new White Paper by industry expert Ron Roszkiewicz, “Assessing the Value of DAM Systems for Advertising Agencies,” that outlines how advertising agencies calculate a Return on Investment, both a Tactical ROI and a Strategic ROI, for adopting a Digital Asset Management system.

To download the just-released white paper, go to:

[http://xinet.com/aboutxinet/pdf.library/case.studies/Adv\\_ROI\\_white\\_paper.pdf](http://xinet.com/aboutxinet/pdf.library/case.studies/Adv_ROI_white_paper.pdf)

North American and European advertising agencies that use Xinet WebNative, the award-winning asset management solution, include: Ogilvy & Mather, McCann Erickson, Deutsch, Inc., Young & Rubicam, TBWA Paris, Grey Global, BBDO New York, Euro RSCG, Leo Burnett Worldwide, Publicis London, Publicis Capps Digital, and TracyLocke.

To view video testimonials of these advertising agencies and these other Xinet customers, Macy's, Sunbeam (Jarden), TIME, Sports Illustrated, Fortune, Topps Trading Co., Ivy Hill-Cinram, Rohm and Haas, and Quebecor World Premedia, go to:  
<http://xinet.com/casestudies/index.html>

Roszkiewicz's ROI white paper includes examples of how senior executives, IT, creative, production, traffic and studio departments of the top advertising agencies increase agency and client revenues, gain speed-to-market, and lure new clients with Digital Asset Management.

Digital Asset Management enables these agencies to collaborate securely 24/7 via the Internet with hundreds of agency offices and clients, worldwide.

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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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