

**APRIMO® ANNOUNCES AVAILABILITY OF INTEGRATION ADAPTOR
PRODUCT FOR THE XINET® WEBNATIVE® SUITE**

Adaptor Incorporates Xinet Digital Asset Management into the Aprimo Enterprise Marketing Management (EMM) Platform to Increase Marketing Creative Development and Production Efficiency

INDIANAPOLIS (September 10, 2007) – Aprimo, Incorporated, a global leader in Enterprise Marketing Management (EMM), today announced the release of its new integration adaptor product, the Aprimo Adaptor for the Xinet® WebNative® suite. This adaptor combines the Aprimo Enterprise™ innovative marketing production and workflow application with Xinet WebNative, the leading digital asset management solution for advertising, publishing, printing and retail companies.

The Aprimo Adaptor for the Xinet WebNative suite allows marketing departments as well as advertising agencies to manage and track the production of marketing collateral while continuing to use their standard art and design tools, such as Adobe InDesign® and QuarkXPress®, which are integrated with Xinet. The art and digital assets stored in the Xinet server system will be directed through the collateral review and approval process via an Aprimo workflow. This combination of Aprimo workflow and Xinet digital asset management streamlines creative development while providing greater management control and visibility into the creative production process.

“The combination of Xinet’s industry leading digital asset management capabilities with Aprimo’s market-leading EMM application will improve the efficiency of the creative process for our mutual customers. With the Aprimo Adaptor, Xinet customers who use Aprimo Enterprise will be able to streamline the management of online creative review within marketing departments and ad agencies,” said Rhea Gossett, COO of Xinet.

The Aprimo Adaptor integrates with Xinet folders and links to the associated content. The creative designer or artist continues to store all art on the Xinet server as he or she would normally. The digital assets are reviewed and annotated as part of an Aprimo developed marketing workflow. As the marketing piece or pieces are reviewed in Aprimo, versions of the assets are maintained automatically by the Xinet WebNative server. Aprimo is the first and only EMM provider to offer this type of integration.

“The Aprimo Adaptor for the Xinet WebNative suite is an important part of our strategy as we deliver Aprimo Enterprise and Aprimo Agency with full EMM capabilities to more retailers and advertising agencies, many of which are currently using Xinet,” said Michael Emerson, CMO of Aprimo. “The Adaptor for the Xinet WebNative suite also showcases Aprimo’s open and flexible Service Oriented Architecture and our commitment and ability to integrate with other marketing technology products.”

The Aprimo Adaptor leverages the Integration Workbench, Aprimo’s open web services integration layer, the Xinet WebNative Digital Asset Management interface and the Xinet WebNative® Venture database, which manages the associated metadata system. The Aprimo Integration Workbench manages any number of bi-directional web services

interfaces – that publishes events and fulfills service requests across numerous external clients.

About Aprimo

Aprimo is a global leader in providing software that accelerates the productivity of marketing. We automate the business processes that connect marketing with suppliers, agencies, and business stakeholders, thus enabling the execution of powerful marketing programs across multiple channels.

Aprimo empowers the world's leading brands in financial services, telecommunications, life sciences, automotive, entertainment and media, retail, consumer goods and B2B, including Bank of America, Cingular, Home Depot, Johnson Bank and Johnson Insurance, Toyota, Time Warner Cable and Warner Bros. Aprimo is headquartered in Indianapolis with offices worldwide. For more information call +1.317.803.4300 or visit www.aprimo.com.

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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, California; its European office is in Munich, Germany. For more information call +1.510.845.0555 or visit www.xinet.com.

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