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

**Xinet Announces DAM Shortcut Tool At
Worldwide Integrator Conference in Jamaica**

BERKELEY, California – November 22, 2004 - Xinet, Inc. (www.xinet.com) today announced the Xinet Contextual Menu feature (Xinet CM), a tool that reduces the time required to locate and work with assets. Xinet CM was one of several new features discussed at the recent Worldwide Xinet Integrator Conference in Negril, Jamaica.

More than 50 Xinet integrators, partners and staff gathered at the Grand Lido Resort from November 4th to 8th to discuss the latest trends in automated workflows and digital asset management, and the future needs of a variety of industries. Xinet CM is an example of Xinet's evolving suite of workflow tools that save time and money for thousands of high-profile printing, publishing, advertising, corporate and retail customers.

"Xinet CM is a huge time-saver for us," said Geoff Michaud, Deputy Imaging Director at Sports Illustrated magazine, a longtime Xinet customer. "With Xinet CM, you can launch Photoshop® through an Internet browser and start retouching an image, so you are visually finding an image and opening it in Photoshop quickly instead of having to navigate again through folders to find images to work on."

Xinet CM allows users to immediately find and open a file or reveal its location - without the tedium of navigating through the file system. Users can open assets within their native applications directly from their browser.

About FullPress and WebNative

Xinet CM works in conjunction with Xinet's FullPress® or Xinet's WebNative®. The award-winning FullPress is an advanced suite of production workflow applications that's led the industry since its introduction in 1995. FullPress is the workflow backbone for thousands of printing, publishing, magazine, retail and advertising customers worldwide. A digital asset management solution, WebNative is a window into the file and archive system. WebNative Venture combines the functionality of WebNative with an integrated, enterprise-strength SQL database.

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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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