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Xinet Taps Cynthia Ahart Wood, former Seybold Seminars & Publications' Content Director, as Director of Marketing

BERKELEY, California – October 10, 2005 – Xinet, Inc., a leader in digital asset management and server solutions for advertising, printing, publishing, and retail companies, has named marketing veteran Cynthia Ahart Wood, formerly Content Director of Seybold Seminars & Publications, as Director of Marketing.

Wood brings 25 years' experience with the nation's most prestigious publishing brands – including Time Inc., Ziff Davis, CMP Media and IDG – to Xinet. A co-founder of MacWEEK in 1987, Wood has directed marketing and sales category strategies at Windows, People, Fortune, Computerworld and Upside, in many cases turning marketing into a profit center by initiating mobile merchandising programs for such clients as AST, AT&T, WordPerfect, Ingram Micro and Western Digital.

In her new role at Xinet, Wood will lead the marketing department and will work closely with Xinet's sales department and integrator channel to oversee the company's rapid and continued expansion worldwide.

Xinet provides the only digital asset management system available that is dynamic and workflow-integrated. Xinet customers include Time, Sports Illustrated, Fortune, Macy's, Target, Best Buy, CompUSA, Ogilvy & Mather, McCann Erickson, Publicis, and Quebecor World Premedia.

“We are very excited to have Cynde join Xinet as our foothold keeps growing in the advertising, magazine and retail industries,” said Xinet CEO Scott Seebass. “Cynde combines a long history of aggressive marketing with a down-to-earth approach that's earned her success at every company along her path.”

“Xinet has done a remarkable job of growing its business through grassroots marketing, which means it has kept very close to its customer base,” Wood said. “That customer knowledge is extremely precious – it's an asset that will inform all Xinet marketing efforts.”

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Xinet's Newest Product

Last month at Print 05, Xinet debuted its latest product, WebNative Portal, for which it earned a highly coveted Worth-a-Look award.

WebNative Portal gives advertising agencies, magazines, publishers and printers secure and flexible digital asset management. A collaborative bridge between content creation and manufacturing systems, WebNative Portal makes it simple for companies to create a powerful, visible web presence without investing in costly infrastructure.

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.

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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