

## ***FOR IMMEDIATE RELEASE***

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### **neXus network Named Australasian Integrator for Xinet, Leading Global Provider of DAM & Workflow Solutions**

BERKELEY, California – July 14, 2005 – Xinet, Inc. ([www.xinet.com](http://www.xinet.com)) a leader in digital asset management and workflow solutions for advertising, publishing, printing and retail companies in North & South America, Europe, Asia and Africa, has named neXus network, Australasia's premier graphics systems integrator, as an authorized integrator for Xinet software in Australia and New Zealand.

neXus joins a global network of Xinet integrators that has made the Xinet solution a key component of success for companies like McCann Erickson, TIME magazine, Sotheby's, BBDO, Ogilvy & Mather, Fortune magazine, Sports Illustrated magazine, Quebecor World Premedia, Euro RSCG, Young & Rubicam and R.R. Donnelly.

“neXus was an obvious choice for Xinet in Australia because neXus has significant experience and expertise in helping graphic arts businesses increase revenue and production, and that is the sole aim of Xinet software,” said Carole Witter, Xinet's Director of Worldwide Sales.

#### **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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