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**Xinet Announces WebNative Portal - Virtual Asset Hosting  
Application For Secure, Flexible Digital Asset Management**

BERKELEY, California - May 4, 2005 - Xinet, Inc. (www.xinet.com), a leader in digital asset management and workflow solutions for advertising, publishing, printing and retail companies, today unveiled its newest product, WebNative® Portal, at the Xinet Users Group conference in New York City.

Available June 1st, WebNative Portal is a powerful, web-hosting application that provides virtual asset hosting, enhanced security and greater flexibility for digital asset management systems powered by WebNative and WebNative Venture. WebNative Portal simplifies the task of interface branding and customization, and gives companies the ability to link multi-site Xinet DAM installations.

"WebNative Portal allows our creatives to access the files they need while providing the level of network security we require," said McCann Erickson New York's Stefani Pagano, Vice President, Manager of Digital Services. "It also saves time by allowing us to quickly make interface changes on the fly."

McCann's Pagano was one of the 27 Xinet users who spoke at the Xinet Users Group conference today, including Frank Romano, and experts from Time magazine, BBDO, Ogilvy & Mather, Fortune magazine and Young & Rubicam.

**Enhanced Security & Easy Branding**

"WebNative Portal takes Xinet's digital asset management solution to the next level," said Xinet CEO Scott Seebass. "It helps satisfy the increasingly sophisticated demands of businesses that rely on web-based asset hosting."

WebNative Portal moves the entry point of Xinet's asset management solution to a proxy server outside the firewall. This additional networking layer increases the security of hosted assets and satisfies the common IT requirement for putting web-facing servers in the "DMZ." Also, WebNative Portal's template-based architecture can be easily customized with web-authoring applications like Dreamweaver and GoLive.

**Asset Usage Control, Eleven Languages**

WebNative Portal includes a number of usage control features that are useful in the rights management of assets. Asset availability, approval, and use can be restricted by start and end dates, approval status, pre-set re-purposing parameters and more.

## **Xinet Announces Xinet WebNative Portal**

May 4, 2005

Page 2

In keeping with Xinet's commitment to serve its thousands of worldwide customers, WebNative Portal is localized in Chinese, Danish, English, Finnish, French, German, Japanese, Norwegian, Spanish, and Swedish.

### **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.

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