



PRESS RELEASE



eWarna and Hangzhou Hi2000 Form Strategic Marketing Partnership to Deliver Color Collaboration Services to Enterprises in China

Kuala Lumpur, Malaysia – June 21, 2004 – Leading online color collaboration provider eWarna and China's largest industry-specific B2B website operator Hangzhou Hi2000 Infotech Co. Ltd, today announced a marketing partnership to offer best-of-breed color collaboration services to enterprises in the People's Republic of China.

Under the terms of the partnership, eWarna's XDyes and XShades software applications will be marketed exclusively through Hangzhou Hi2000's China Chemical Network (www.ChemNet.com.cn) and China Textile Network (www.TexNet.com.cn). Both companies will engage in joint promotional programs to market these Internet-based software services to prospective accounts.

"eWarna is the leader in color collaboration services," said James Sun, CEO of Hangzhou Hi2000. "With the most advanced color exchange technology in the industry and the most scalable products in the market, eWarna will be able to offer our customers best of breed color collaboration solutions to complement their existing businesses."

China Chemical Network currently captures more than 70% of China's chemical and chemical related industries with more than 8,000 corporate clients and 55,000 subscribers. China Textile Network, on the other hand, represents 50% of the textile industries with an average daily page view of 600,000.

Richard Lawn, CEO of eWarna stated: "We're excited to bring our technology and services to customers around the world, leveraging Hangzhou Hi2000's well established platform in China. This partnership represents an important step in the execution of our strategy to deliver world-class products to the chemical and textile communities in China."

eWarna's color collaboration solutions enable businesses to share real time and accurate color information to meet aggressive cost-saving and speed-to-market goals. XDyes is a timesaving recipe formulation tool which allows dyers to get an instantaneous recipe over the Internet by selecting a target color, substrate, process and a set of dyes and illuminants. XShades provides instant color search function for buyers of colored materials to search for a chosen color in three easy steps by specifying a product type, target color and matching criteria.

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About eWarna

eWarna is the leading developer of online color collaboration solutions for apparel and color critical industries with offices in the Americas, Europe and Asia. Its Internet-based colorimetric engine allows industries such as textiles, apparel, dyestuffs, paints, inks and plastics to accurately share color information across complex supply chains using precise reflectance data. Among the list of eWarna clients are Dillard's, Under Armour, Toys "R" Us, Disney and Li & Fung. More information on eWarna and its products can be found at www.ewarna.com

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About Hangzhou Hi2000 Infotech Co. Ltd

Founded in 1997, Hangzhou Hi2000 is the first Chinese company to operate an industry specific B2B chemical website – [China Chemical Network](#). The company subsequently launched a few portals, including [China Textile Network](#), [China Pharmaceutical Network](#), [China Agriculture Network](#) and [Global Chemical Exchange](#). For additional information, visit the company's website at www.hi2000.com

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