

FOR IMMEDIATE RELEASE

American & Efird and eWarna Partner To Streamline the Thread Approval and Communication Process

Addition of Thread Palette to Color Collaboration System Promises to Slash Time To Market

Malacca, Malaysia & Mount Holly, North Carolina - September 19, 2003 – **eWarna**, the world leading developer of online color collaboration solutions for fashion and other color-critical industries, and **American & Efird**, one of the world's foremost manufacturers of sewing threads, announce that they have entered into a cooperative agreement to incorporate A&E's thread color palette within eWarna's Internet-based **Xmatch™** color collaboration software solution. Leveraging eWarna's newly added 'Trim Search' capability, the move will make A&E's thread color library available electronically to all parties involved in selecting and communicating thread colors and will extend the color collaboration capabilities of the Xmatch™ solution beyond it's original focus on fabric color.

"The color management and approval process consumes significant time in the apparel supply chain", stated Larry McGee, Group Vice President of Sales Support Worldwide for American & Efird. "eWarna has done an excellent job of enabling the time reductions on the fabric color side. We see this as an opportunity to help our customers take even more time and cost out of the chain by streamlining thread selection, approval, and communication. By incorporating our color palette into Xmatch™, we believe that we can create an environment where, once a fabric color is chosen, the thread color question can be immediately settled and communicated across the supply chain. This will help customers bypass the traditional thread approval process and cut significant time and money out of their processes."

“The addition of A&E’s thread palette to Xmatch™ perfectly supports our vision of providing comprehensive color management solutions across the entire apparel supply chain”, noted Richard Lawn, CEO of eWarna. “We added the trim search capabilities specifically so that our clients could access thread and other trim supplies seamlessly and simultaneously to their fabric color approval processes. We believe that our open web-based platform, which can work with almost all existing color hardware and software solutions, provides the perfect means of taking time and money out of what has become a global supply chain.”

A&E will immediately implement its Global Color Palette consisting of approximately 1000 of the most commonly used thread shades within eWarna’s Xmatch™ software, and plans to add the complete color library of over 10,000 thread shades to the system in the future.

About American & Efird

American & Efird, Inc. is a leading manufacturer and distributor of sewing thread for worldwide industrial and consumer markets. Manufacturers of apparel, automotive materials, home furnishings, medical supplies and footwear rely on A&E industrial sewing thread to manufacture their products. Headquartered in Mt. Holly, NC, the company operates nine modern manufacturing facilities in North Carolina and ten distribution centers in the U.S. A&E, through its subsidiaries owns or leases 29 international manufacturing and/or distribution facilities. American & Efird is a subsidiary of Ruddick Corporation, a diversified holding company with corporate subsidiary offices in or near Charlotte, NC. More information on A&E and its products can be found at www.amefird.com.

About eWarna

eWarna’s 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. This color engine supports eWarna’s full range of individual color software applications and, through XML links, enables full colorimetric functions to be built into the web-based workflow operations developed by eWarna and others. eWarna’s XMatch™ is a unique web-based software that enables users around the globe to measure a color once and then work with it anytime, anyplace. A privately held company based in Malacca, Malaysia, eWarna has offices in Kuala Lumpur, Hong Kong, Shanghai, Thailand, India, Sri Lanka, the US and the UK, and representation in Australia, the Middle East and Eastern Europe. More information on eWarna and its products can be found at www.ewarna.com.