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eWarna Unveils World's First Web Based Color Recipe Formulation Application

New Product Offering Designed to Increase Website Sales Enquiries for Dyestuff Manufacturers

MALACCA, Malaysia – November 28, 2002 – eWarna, a pioneer in Internet based color workflow solutions, today announced the launch of XDyes, the world's first web based color recipe formulation application.

For the first time, dyestuff manufacturers using XDyes technology will be able to increase sales leads over the Internet by adding real time color recipe formulation functionality to their website. In three simple steps, website visitors are able to formulate recipes for their target color from the manufacturer's range of dyes.

XDyes uses the Kubelka-Munk function for recipe prediction. The program calculates all possible dye combinations based on the dyes selected from a manufacturer's entire range and attempts to produce recipes with results closest to the target color. The best three recipes for results within a dE value of less than 2.0 are shown. A user can also select primary and secondary illuminants in order to forecast any instances of metamerism.

XDyes is currently available in English and Simplified Chinese, although eWarna plans to launch additional language versions soon.

"Dyestuff manufacturers can now use XDyes to fully optimize their current web presence", said Shiew Man Hon, Chief Operating Officer at eWarna. "This new capability not only allows them to showcase their dyes to a broader, global market, it also serves as a powerful marketing tool that gives them a distinctive edge over their competition."

A free demonstration on XDyes' functionality is available at <http://xdyes.ewarna.com/>.

About eWarna

eWarna's Internet based colorimetric engine allows industries such as textiles, apparel, dyestuffs, paints, inks and plastics to accurately communicate color information across complex supply chains using precise reflectance data. This color engine and its XML links allow full colorimetric functions to be built into the web based workflow operations that eWarna and others build for color supply chains, as well as support eWarna's range of individual color software applications. Current clients include some of the largest textile and apparel companies in the world operating in Asia. eWarna's products swept both the "Best of Software Applications" and "Prime Minister's Best of the Best" awards at the prestigious Multimedia Super Corridor Asia Pacific ICT Awards (MSC-APICTA) in April 2002. A privately held company based in Malacca, Malaysia, eWarna's investors include Hong Kong based venture capital funds Nirvana Capital and Nan Fung Investments and a Malaysian consortium of private and government technology funds made up of MayBan Ventures, Trans-Econs Ventures, Commerce Technology Ventures and MSC Venture One. The company has offices in Kuala Lumpur, Hong Kong, Indonesia, Thailand, India, Sri Lanka, the US and the UK, and representation in China, Australia, the Middle East and Eastern Europe. More information on eWarna and its products can be found at www.ewarna.com.

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