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PANTONE AND eWARNA PARTNER TO IMPROVE ONLINE COLOR COLLABORATION

CARLSTADT, N.J. and KUALA LUMPUR, Malaysia – October 20, 2003 – **Pantone, Inc.**, the global authority on color and provider of professional color standards for the design industries, and **eWarna**, the world's leading developer of online color collaboration solutions for fashion and other color-critical industries, today announced a strategic partnership.

Under the agreement, eWarna will license the data set for the nearly 2,000 colors of the **PANTONE for fashion and home** color palette for eWarna's color collaboration software solutions, including **XMatch™**, **XDyes™** and **LabWorks Pro™**. Incorporating Pantone's palette into eWarna's state-of-the-art, Web-based tools will allow all parties in the global supply chain to communicate color with precision, manage color online, and match to the same digital color standard – all while reducing lead time.

"Designers in the apparel, home furnishings and interior design industries use PANTONE Colors to specify and communicate color," explained Richard Herbert, president of Pantone. "By integrating PANTONE Colors into eWarna's cutting-edge color collaboration tools, our customers will be able to use the same color standard from inception through production." Richard Lawn, CEO of eWarna, adds "Pantone has long been the open standard for physical color communication, so we are especially proud to be combining that standard with our open platform for internet color collaboration"

This powerful combination is already generating real value for eWarna customers. "This is a remarkable breakthrough in color technology" stated Alan Zelcer, President and C.O.O. of Isaco International. "Since implementing this new system we have already seen great improvement in the communication with our factories." Lucio DeCalvalho, Isaco International Design Director, continues, "The online Pantone Color Library is significant to our business, it assures us that accurate information on our color palette is being transferred overseas, which saves us a tremendous amount of time."

The PANTONE for fashion and home color palette will be integrated into the following eWarna tools:

- **XMatch™**

Web based XMatch addresses the color approval process by allowing users around the globe to access their section of the same central database of

specifier standards, now including palettes built up online from PANTONE Color readings, and job details such as Fabric and Style, and by giving them instant access to real-time status summaries and reports. XMatch also caters explicitly to agents, buying offices and garment makers who do not specify or create color, but instead pass on and review color. XMatch lets users communicate with suppliers and mills around the world, enabling everyone to match the same digital standard.

- **XDyes™**

On any given day, most mills around the world need to find a recipe for a PANTONE Color. The **PANTONE Dye Formulator** lets even the least sophisticated dyer go to a Web page, choose a PANTONE Color by number or from an on-screen palette, select the dye supplier, substrate, process, dyestuff and illuminant, and get a first-cut recipe for correction by comparing it to a physical PANTONE Reference. Dyers will be able to make a good match after one or two corrections, rather than six to ten.

- **LabWorks Pro™**

LabWorks Pro is a multipurpose measurement and color management solution offering sophisticated color quality control and recipe formulation tools. Many designers build their seasonal palettes from PANTONE Swatches, which colorists then have to measure into color approval systems. Now anyone using Labworks Pro to create Internet-available palettes can simply cut and paste their selection from the full range of PANTONE Colors into their palette folders. Those folders become the drop-down folders for the buying department to create jobs on Xmatch for supplier mills around the world to match. Designers get instant and sharable palette creation, colorists get full global palette control, and everyone matches the same digital standard.

Pantone features are available immediately to eWarna subscribers.

About Pantone, Inc.

Pantone, Inc., developer of the globally accepted PANTONE Color Systems, is the leading source of traditional and electronic products for the selection and accurate communication of color. With 40 years of experience, Pantone is recognized as the worldwide market leader in color communication and color technology for the graphic design, printing, publishing, textile and plastics industries. More information is available at www.pantone.com and www.therightcolor.com.

About eWarna

eWarna is the leading developer of online color collaboration solutions for apparel and color critical industries with offices in United States, United Kingdom, Hong Kong, Shanghai, India, Sri Lanka and Malaysia. 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 Kids "R" Us, Isaco International and Li & Fung. More information on eWarna and its products can be found at www.ewarna.com.

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