

media60X changes name, appoints CEO in bid to strengthen its position to support growing demand for wireless services

2 April 2001—media60X, Asia's leading developer of wireless services deployment platform, has been renamed INNAWORKS as part of a wide ranging series of initiatives aimed at gearing itself to support an expanding demand for wireless services in the region. Other key announcements include the appointment of Daniel Schneersohn as the company's first Chief Executive Officer and the launch of new products.

Daniel Schneersohn, a software industry veteran with more than 10 years experience with multinational corporations, was previously senior regional director for Symantec in Asia. In his capacity at INNAWORKS, Schneersohn's mandate is to establish the firm as the leading wireless services technology platform vendor.

"INNAWORKS, formerly media60X, presents a very exciting challenge because the demand for wireless services in the region is growing extremely fast," said Schneersohn. "Our products and technology are very compelling to wireless network operators, developers and corporations because they allow them to easily and quickly turn their creative ideas into revenue generating wireless services."

INNAWORKS offers products that dramatically improve time-to-market deployment of revenue generating wireless services and protect its customers' investment in their wireless applications against the evolution of network and location positioning technologies.

The company's flagship product suite, SNAPWARE™ and SNAPVIEW™, is a cross-platform, cross-devices mobile applications development environment for building full-function wireless services, through a simple and yet powerful graphical rapid development tool using point and click, drag and drop operations. SNAPWARE™ and SNAPVIEW™ allow wireless service providers to quickly roll out their wireless services. Build on Java, the carrier-grade, highly scalable platform integrates major telecommunications technologies, GSM, CDMA, GPRS and components, including short messaging centre (SMSC), WAP gateways, i-mode, various email systems and database servers into a single deployment server.

INNAWORKS is also announcing the integration of its Location-based Application Framework™ (LBAFTM), an enabling technology and middleware platform for wireless network operators to offer location services, to SNAPWARE™. This integration greatly enhances the capability of its customers to rapidly deploy wireless services that are sensitive to the location where the services are requested. (An example would be a mobile-phone user looking for the location of the nearest ATM or searching for a friend who happens to be in the vicinity.) With SNAPWARE-LBAFTM, wireless network operators or enterprises can now use the technology to provide proximity information and enhance the immediacy of purchase of its consumers with information such as special-offers and discounts in a shopping mall.

"SNAPWARE-LBAFTM is what our customers have been asking for -- the ability to rapidly deploy and manage location enable services and yet continue to take advantage of new location positioning technologies and new mobile technologies as they roll out," said Schneersohn. "By pulling together the power of an already integrated wireless service server and the leading location platform in the region, top that with a user-friendly and yet powerful graphical interface, we have essentially created the most compelling wireless services creation and deployment platform." With its SNAPWARE™, INNAWORKS became a technology partner of PSINet Hong Kong earlier this year. LBAFTM was also commercially deployed in Smartone providing location enables services to its consumer as early as June 2000. Other INNAWORKS'

customers include Mobile One of Singapore and CNK Telecom in China. In addition, INNAWORKS has joined forces with Macro Systems Ltd. to launch iTrade last September. iTrade is a mobile trading management system, allowing small- and medium-sized enterprises to manage trading information, including quotes, inventory and customer/supplier databases, cost-effectively.

About INNAWORKS (formerly media60X)

Founded in 1997, INNAWORKS is Asia's leading enabler of wireless services. With a unique blend of expertise in wireless communication and cutting edge software technology, INNAWORKS provides powerful yet easy-to-use tools for any company to create their own wireless services. INNAWORKS' flagship products, SNAPWARETM, SNAPVIEWTM, and now SNAPWARE-LBAFTM are first-of-its-kind design tool that encapsulate major mobile technologies under one intuitive drag-and-drop interface. With SNAPWARETM, INNAWORKS enables rapid wireless service application creation, and cultivates a mobile community for the future. For more information about INNAWORKS products, please visit the company's Website at www.innaworks.com. # # # Issued on behalf of INNAWORKS by Newell Public Relations (NPR) For more information, please contact: Miranda Chan (INNAWORKS)

miranda.chan@innaworks.com

Tel: 2164 8496

Yvonne Ip (NPR)

yvonneip@newell.com

Tel: 2117 5012

