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**XEROX RECOMMENDS MEDIABANK AS ITS PREFERRED DIGITAL ASSET  
MANAGEMENT SOFTWARE FOR THE PERSONALIZED MARKETING  
COMMUNICATIONS SOLUTION**

*Software Package Selected for its Quality, Credibility and Openness*

LONGWOOD, FL - October 2, 2002 – Xerox Corporation has selected WAVE's enterprise MediaBank software as the recommended digital asset management package for its Personalized Marketing Communication (PMC) solutions.

Digital asset management (DAM) is the process of cataloging, organizing and maximizing the usefulness of images, documents, and other digital materials used to create printed materials and Web pages. Xerox PMC solutions integrate hardware, software and services that automate the production of personalized and customized documents. Xerox PMC customers, especially large-scale print producers like catalog and magazine publishers, have begun to use DAM to help create materials customized for each customer and to help streamline the process of integrating materials with the Internet.

“When our customers look for an open and scalable digital asset management solution, we point them to MediaBank,” said Fran DeYoung, vice president, production solutions and services business team, marketing and practice management. “MediaBank’s credibility was a strong selling point; it has been in use for nearly a decade, and is utilized by large media companies such as Reed Business Information and magazines like Newsweek, Readers Digest and Time.”

“Xerox is an ideal partner for us,” said Charles Roberson, U.S. Channel Manager for WAVE, “and an important addition to the growing community of MediaBank advocates. The effort put forth towards this partnership between WAVE and Xerox has been highly productive. It’s clear that an open asset management framework is an important element in successfully deploying Personal Marketing Communication solutions.”

You can visit WAVE Corporation in the Markzware booth (#4262) and in the CGS Publishing Technologies booth (#4265) during Graph Expo, Oct. 6-9 in Chicago, IL.

*About MediaBank*

An enterprise asset management application for cross-media publishing that enables organizations to more efficiently manage, use, and share their digital assets across the enterprise. MediaBank's design reflects the many ways that editorial and production professionals work with, track, and report on their digital assets. WAVE Corporation sells and supports MediaBank and Intersep OPI internationally through a worldwide network of channel partners and integrators.

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*About Xerox*

For more information on Xerox products, call 800-ASK-XEROX or visit [www.xerox.com](http://www.xerox.com).