



FOUNDER HOLDINGS LIMITED

方正控股有限公司

(Incorporated in Bermuda with limited liability)

【PRESS RELEASE】

Excellent Founder Product Won Top-Five Placing at Seybold 2002

(Hong Kong – 9 October 2002) Founder Holdings Limited (SEHK: 418, “Founder Holdings”) today releases that, Founder ElecRoc Output Workflow Management System (“Founder ElecRoc”), a product recently developed by Founder Holdings, has just won top-five placing, as evaluated by the organizer of the recent Seybold San Francisco Seminars and Exhibition (“Seybold 2002”). The overall performance of Founder ElecRoc was evaluated as “excellent”, according to the Seybold 2002 PDF Workflow Shootout & User Survey.

Seybold is a yearly trade event for the worldwide publishing and printing industry, which has been internationally recognized as being the most authoritative among its kind. Each year, prior to the seminars and exhibition, there is a “shootout” and evaluation session and this year the evaluation was focused on PDF Workflow. Founder Holdings submitted the English version of its Founder ElecRoc for the evaluation. Among all 20 products submitted by world-renowned IT enterprises for evaluation, Founder ElecRoc was ranked the 5th place. In fact, but for the deficit attributable to the incorrect use of a third-party trapping solution, it is very like for Founder ElecRoc to have come out among the top three. Output workflow management system is a whole new concept to the present prepress market and it manages the overall post-typesetting process of a publishing enterprise. Founder ElecRoc is a full-featured PDF workflow solution, designed by Founder Holdings’ subsidiary, Beijing Founder Electronics Company Limited (“Founder Electronics”), to meet the needs of most prepress environments. It was a debut for Founder ElecRoc to compete on the international market and the success has been tremendous. Founder Holdings is a leading prepress and publishing systems vendor in China, looking to expand into the global market. Not only does the success at Seybold 2002 lead to further materialization of Founder Holdings’ internationalization strategy, set two years ago; but it also indicates Founder Electronics as being highly powerful, R&D-wise, to compete on the international non-Chinese prepress and publishing market.

With a lot of products developed by Founder Electronics to choose from, Seybold's "hotpick" selecting team has selected FounderFIT as one of the "products not to miss at the show". FounderFIT is a comprehensive publishing system, developed by Founder Electronics, for high-volume, data-driven layouts, such as retail advertising, newspapers and other publications. The system boasts a wide variety of production-oriented text and graphic effect features, including editing of imported EPS graphics, object-transparency handling, and more. Furthermore, Mr Kan Guan, CEO of Founder International Inc. a subsidiary of Founder Holdings in Japan, was also invited by Seybold 2002 organizer to give a feature speech on Cross-Media Technology Architecture.

Besides Founder ElecRoc, another important product developed by Founder Electronics is Founder EagleRIP, which has already been introduced to the European and the North American markets. Founder EagleRIP is a powerful Raster Image Processor (RIP), compatible with PostScript 3 specifications, developed to satisfy customers' needs with its blazing speed, comprehensive compatibility and consistent output. This year the sales of Founder EagleRIP are expected to increase by over 2 times to exceed one million US dollars. Founder Electronics has entered into dealership agreements with dozens of European and American companies for the distribution of Founder EagleRIP in non-Chinese markets and has established a international business division, for international marketing and promotion. To date, Founder Electronics has been sought by numerous output equipment manufacturers for possible OEM and/or bundling cooperation for Founder EagleRIP, as well as other software systems developed by Founder Electronics.

About Founder Holdings Limited

Established in 1992, Founder Holdings Limited ("Founder Holdings", formerly known as "Founder (Hong Kong) Limited") is a company listed on the Hong Kong Stock Exchange (stock code: 0418), with Peking University Founder Group Corporation as its substantial shareholder. Founder Holdings is the leading industrial software development and systems integration solutions provider in China, doing business with both media and non-media sectors in Mainland China, Hong Kong, Taiwan, Japan, Korea, Malaysia and North America.

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