

FOUNDER HOLDINGS LIMITED

方正控股有限公司

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[PRESS RELEASE]

MOU between Founder and CINTEC to Jointly Promote NewsML to Greater-China Region

(Hong Kong – 26 September 2002) Founder Holdings Limited (SEHK: 418, "Founder Holdings") today announces that, as one of the major sponsors to the establishment of the CUHK-based Chinese NewsML Community, they are now donating to the latter software worth approximately 5 million Hong Kong Dollars, namely, Founder Editorial System 4.0 and Founder FIT 3.0. Through one of their major research and development ("R&D") arms, Peking University Founder R&D Centre ("Peking Founder R&D"), Founder Holdings is also entering into a Memorandum of Understanding ("MOU") with the Center for Innovation and Technology ("CINTEC"), the establisher of Chinese NewsML Community, formalizing the two parties' mutual intention to step up future collaborations.

A software donation and MOU signing ceremony ("the Ceremony") was held today at Founder Holdings' conference room. Besides professor Chen Xiao-Ou, director of Peking Founder R&D and professor Wong Kam-Fai, director of CINTEC/chairman of Chinese NewsML Community, Mr. Alan Cheung, chairman of Founder Holdings Limited, was also present at the Ceremony. In his welcome speech prior to the Ceremony, Mr. Alan Cheung expressed his sincere wish for the two parties to work very closely together in future.

Representing Chinese NewsML Community, Prof Wong then received Founder-donated software from Founder Holdings' chairman, Mr. Alan Cheung. Afterwards, representing CINTEC, Prof Wong signed and exchanged a MOU with Prof Chen, director of Peking Founder R&D. After the ceremony, they answered various questions from the media.

According to Prof Chen, Peking Founder R&D is keen on helping CINTEC, as well as Chinese NewsML Community, to promote a local NewsML standard to the Greater-China media and publishing industry.

"We are happy to join hands with them in their charter to establish and promote a local NewML standard and supporting tools to speed up the pace of e-business in Hong Kong and enhance Hong Kong's commercial competitiveness in the world". At this, he added, "I believe the MOU we just entered into will serve as a good starting point for our future collaborations in, but not restricted to, the area of NewsML. There are indeed a lot of ways, through which we can pool together our respective strengths and step up our collaborations. In fact, talks are under way on establishing smooth channels for communication."

According to Prof Wong, CINTEC are also enthusiastic about more expertise sharing between CINTEC and Peking Founder R&D. He then explained that the sharing of expertise and experiences between the two would take place in several steps and formats, including: establishing a joint "NewsML" taskforce, holding ad-hoc meetings, as well as sending researchers to the other university on exchange programs.

"We CINTEC have been established out of the Chinese University of Hong Kong's initiative to facilitate technology transfer and help transform Hong Kong into a regional center for innovation and technology." At this, he supplemented, "Peking Founder R&D has been a integral part of Peking University. Therefore, as well as being a technology and innovation leader in our respective fields, we each have the advantage of enjoying strong support from our home universities, which is bound to lead to attractive prospects for future cooperation."

About Founder Holdings Limited & Peking University Founder R&D Institute

Founder Holdings Limited is an Asia Pacific-based multinational group engaged in a diversified portfolio of software and hardware businesses through its PRC and overseas subsidiaries and associated companies. It is listed on the Main Board of the Stock Exchange of Hong Kong Limited since 1995 with the stock code 418. Its parent company, Peking University Founder Group Corporation, is a high-technology enterprise established by Peking University in 1986 for the commercialization of the high-technology products developed by Peking University, which include Founder Chinese Electronic Publishing System. Peking University Founder R&D Institute is one of the R&D arms of Founder Holdings Limited, responsible for the Company's major technological directions and foundational R&D work for new products. It has underneath a number of major state-level laboratories, including State Major Laboratory for Text-processing Technologies and State Engineering Research Center for Electronic Publishing Technology. It is also a state-level enterprise technology center accredited by China's Economics and Trade Ministry. It is the world's largest Chinese electronic publishing system research base, as well as one of the world's major multi-language electronic publishing system research bases. Major research directions include multi-language integrated typesetting, RIP and other kinds of digital image processing.

About CINTEC & The Chinese NewsML Community

Centre for Innovation and Technology ("CINTEC") was established by the Faculty of Engineering, the Chinese University of Hong Kong, the prime mission of which is to help technology transfer from academia to industry. In January 2002, funded by Innovation and Technology Commission, HKSAR and sponsored by various private companies, including Founder, the Chinese NewsML Community was established by CINTEC as a pioneer effort to establish and promote a local NewsML standard and supporting tools in order to speed up the pace of e-business in Hong Kong and enhance Hong Kong's commercial competitiveness in the world.

About the NewsML Standard

The NewsML standard, released by International Press Telecommunications Council, is designed for smoothening internal operations, which will lead to better quality of services and higher efficiency. Although the advantages of NewsML have been recognized internationally, the news media and publishing industry in Hong Kong has only recently started to investigate it. Thus, there is a real urgency for them to promote the potentials of NewsML and its associated technology to them.

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