



For Immediate Release

Corel and DRAWstitch® Introduce DRAWings®

New Graphics & Embroidery Technology Revolutionizes the Apparel Industry

Maidenhead, UK – 15 March 2004 – Corel and DRAWstitch today introduced DRAWings®, a revolutionary new graphics and embroidery technology that is ideal for users in the apparel industry including luggage and promotional items, as well as embroidery hobbyists. DRAWings combines a special edition of the award-winning CorelDRAW® graphics application with DRAWstitch’s powerful embroidery technology, enabling customers to complete their projects more quickly and cost-effectively than by using traditional digitizing solutions.

DRAWings enables any vector graphic to be instantly converted into a perfect digitized embroidery pattern. As users create their design, the application takes into account the type of material being used, optimizes the stitch pattern, and automatically shows the result as it will appear in the embroidery. Once complete, the file can be saved in an embroidery industry file format (including Tajima DST) and easily shared with suppliers. This new product greatly simplifies the digitizing process – reducing the learning curve and lengthy time required to create stunning embroidery designs.

DRAWings gives customers a variety of benefits that aren’t available from more expensive solutions. Through an intuitive and easy-to-use environment, customers can produce a single design or sample without the time and expense of traditional digitizing, making small orders more profitable. In addition, the software enables users to easily estimate the cost of an embroidery project based on the number of stitches in the design. These benefits help embroidery professionals gain a competitive edge by eliminating or greatly reducing digitizing charges.

“With this new product, Corel is reaching out to the embroidery market with a powerful tool that delivers a significantly better way to complete their projects. Traditional embroidery systems just can’t match the flexibility, speed and simplicity offered by DRAWings,” said Brett Denly, Executive Vice President of World Wide Marketing for Corel. “Together with

DRAWstitch, we're delivering outstanding software to embroidery professionals and hobbyists that truly represents a significant leap forward for this market.”

“DRAWstitch is excited to be working with a visionary company like Corel. CorelDRAW, one of the world's most popular software titles, offers our customers an ideal environment for creating embroidery patterns,” said John Doukakis, President of DRAWstitch Ltd. “Whether the customer has been using CorelDRAW for years or is trying this powerful graphics tool for the first time, the software's user-friendly interface enables professionals and hobbyists alike to create high-quality embroidery designs faster than ever before.”

“DRAWings is the easiest way to create an embroidery design. Its intelligent ‘Embroidery Mind’ converts any vectorized graphic with ease into a real embroidery outline design. DRAWings is a must for any newcomer or professional in the embroidery industry. Even for the professional digitizer it represents a powerful tool to effectively create high quality and productive designs,” said René Schneider, Director of EMBROSOL, International Embroidery School, in Grossostheim, Germany www.embrosol.com

To learn more about DRAWings go to www.corel.com/drawings or www.drawstitch.com/DRAWings.htm.

Pricing and Availability

DRAWings is available now at the suggested retail price of €999 excluding VAT. Additional services offered through resellers are not included in this price. Customers may purchase DRAWings through Wings Systems Ltd. (www.wingssystem.com) in Europe and Asia and local resellers in Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, UK, as well as Japan, Korea and Thailand.

For further info contact: dealers@drawstitch.com

About Corel Corporation

Corel provides innovative software solutions and services that help millions of customers worldwide improve their productivity. Founded in 1985, the Company is best known for its leading graphics and office productivity solutions, including CorelDRAW® and WordPerfect®. With its headquarters in Ottawa, Canada, Corel has offices around the globe. For more information, please visit www.corel.com.

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