

Cinergix's Creately reveals a brand new look.

A patent-pending technology that makes design simple through collaboration, knowledge reuse and expert validation reveals a new user interface that will make it easier than ever to draw diagrams and designs online.

Melbourne, Australia. EMBARGOED UNTIL 22<sup>th</sup> July, 2009

Today, Cinergix Pty Ltd will reveal a new look for its collaborative online diagramming and design application Creately. Creately, a powerful web-based application launched earlier this year in private beta, has garnered a strong and loyal following on the Internet amongst a cross-section of users from academia, enterprise, software development, and business. It has been hailed as the most powerful online visual collaboration tool, going beyond simple drawing to allow users to capture and share knowledge through their diagrams. Complete with a built-in collaboration platform that allows users to work with clients and associates across geographies and time zones, Creately makes visual communication intuitive and easy.

Today's announcement comes after 3 months of testing Creately with over 5000 beta users from across the world. As part of Creately's test phase, the team at Cinergix engaged extensively with their users through a community driven Customer Support website (<http://support.creately.com>), formal surveys as well as constant interaction with all users who have reported issues or requested enhanced features. "We have taken the time to work very closely with our beta customers and believe we have now found the sweet-spot for visual collaboration. As a lean-startup, it is imperative that we go to market guided by the real needs of our users," said Chandika Jayasundara, CEO & Co-Founder of Cinergix.

Today's release will see many usability improvements, including a sleek new User Interface, more powerful collaboration features as well as significant improvements in application performance and ease of use. Chandika knows what it takes to get his customers onboard, "Customers must feel comfortable working in the browser and we have worked hard to deliver a user experience that matches that of a traditional desktop application. This includes desktop-like performance, keyboard shortcuts and all that you've come to expect from your diagramming and graphics applications."

Creately will remain in a beta phase to fine-tune the new interface for just a few more weeks, but will continue to allow anyone who is interested in a revolutionary visual collaboration tool to sign-up for free at <http://creately.com>.

More press resources – <http://creately.com/PressResources>

---

#### About Cinergix

Cinergix is the Australian start-up developing the Creately platform and its patent-pending KObject technology, which is changing the way we solve design and modeling problems. Creately is a rich Internet application with a smart user interface and automated validation checks that will make the process of design easier and more accessible. It enables specialists in diverse fields to capture and share their knowledge and intellectual property. This new paradigm of leveraging user-generated content for design work will enable Cinergix to support the long tail of design problems. Started in 2007 by a team from Sri Lanka, the UK, and Singapore, the company also runs a research and development centre in Colombo, Sri Lanka

and will set up operations across Asia in 2009. For more information, visit [www.cinergix.com](http://www.cinergix.com).

Charanjit Singh  
Chief Marketing Officer  
Cinergix Pty Ltd  
+62 8118 600 450  
[charan@cinergix.com](mailto:charan@cinergix.com)