

**CYCORE**

Media Release

www.cycore.com**SANYO Electric Software, SANYO Sales & Marketing and JAIC invest in Cycore**

SANYO Electric Software Co., Ltd., SANYO Sales & Marketing Co., Ltd. and Japan Asia Investment Co. Ltd. invest to fuel Cycore's expansion into Japan

UPPSALA, SWEDEN — November 28, 2001— SANYO Electric Software Co., Ltd., along with SANYO Sales & Marketing Co., Ltd., (group companies of SANYO, one of the world's largest electronics manufacturers) and Japan Asia Investment Co. Ltd. (JAIC), one of Japan's largest venture capital firms today announced they have invested \$500 thousand and \$200 thousand USD respectively to support the entrance of Cycore, the market leader in interactive 3D for e-business, into the Japanese market.

"We recognize the opportunity for Cycore's 3D software solution in the Japanese market and through this investment and other partnership activities, we will continue to support the growth and success of Cycore Cult3D® in Japan," said Hiroshi Miura, Cult3D project administrator, SANYO Electric Software. In addition to SANYO Electric Software's monetary investment, the company has also chosen to become a Strategic Industrial Partner to Cycore—an agreement that includes setting up a local Cult3D agency for exclusive distribution, marketing and service of Cult3D in Japan.

According to JAIC, the venture capitalist firm's investment strategy involves supporting companies that show a strong potential to grow internationally. "Cycore has proven to be the international market leader in its field with its long list of clients from around the world," said Yoshiki Sasaki, managing director of domestic and overseas investment operations, JAIC. "We are pleased to stand alongside one of the top companies in the world in supporting Cycore's growth in the Japanese market."

Cycore develops and markets graphics software that enables the creation and viewing of fully interactive, high-quality 3D objects and animations primarily for use on the Web, in Microsoft Office® programs such as PowerPoint®, and in Adobe Acrobat® documents. Cycore's established list of Cult3D distributors in Asia will now benefit from an increased presence in Japan.

"We are extremely honored that two globally successful Japanese companies such as SANYO Electric Software with SANYO Sales & Marketing and JAIC have chosen to invest in bringing Cycore Cult3D to the forefront of the Japanese market," said Bengt Starke, CEO, Cycore. "The combined investment support from these leading companies will be a key element in building a strong presence for Cult3D in Japan. Local support is important when marketing a product in a new country and we are pleased that SANYO Electric Software with SANYO Sales & Marketing and JAIC have agreed to support our efforts."

About Japan Asia Investment Co., Ltd.

Japan Asia Investment Co. Ltd. (JAIC) is Japan's largest independent venture capital firm in terms of numbers of projects as well as the volume of funds under management. To date it has invested in over 400 companies in Japan alone and more than 120

companies in the rest of Asia; at the same time, it manages funds totaling over 600 million dollars. Traded in the over-the-counter (OTC) market in Japan since 1986, JAIC employs over 100 professionals in Japan, Asia and the U.S.

About SANYO Electric Co., Ltd.

SANYO, which means "three oceans," is truly an international organization with businesses covering a broad range of multimedia & information systems, home appliances, commercial equipment, electronic devices, batteries and other products. SANYO's net sales in fiscal 2000, ended in March 31, 2001, amounted to US\$19.3 billion. The SANYO group consists of approximately 156 affiliates employing over 86,000 employees globally. For further information, please visit SANYO's Web site at URL <http://www.sanyo.co.jp>

About Cycore

Cycore is the leader in interactive 3D software for e-business. Cycore Cult3D® software is an award winning product visualisation technology used on Web sites, in Microsoft Office® documents and in Adobe® Acrobat® files, to help e-businesses increase online sales, enhance sales presentations and improve customer service. More than 400 brand name companies, including Ericsson, NEC, CNN, ABB and Toyota use Cult3D on their websites. To date the number of Cult3D viewer downloads exceeds 10 million. The company was founded and maintains headquarters in Sweden, with offices in North America, UK, France and Germany. Sales exceeded \$1.9 million US for 2000. For further information please visit <http://www.cycore.com>

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