



RIGHT HEMISPHERE INC.

3825 HOPYARD ROAD, SUITE 150

PLEASANTON, CA 94588, USA

PH: +1 925 460 8133

FAX: +1 925 460 8136

WWW.RIGHTHEMISPHERE.COM

FOR IMMEDIATE RELEASE

Right Hemisphere Wins Top Honors in 2009 Excellence in Enterprise Integration Awards

Pleasanton, CA — October 8, 2009 — Right Hemisphere® today announced that it won the 2009 Excellence in Enterprise Integration Award from the Association for Enterprise Information (AFEI). In its 7th year, the awards program recognizes teams that exemplify excellence in achieving integrated enterprises. Winners are best practice models of technology application and leadership that improves enterprise performance. Each year, the AFEI names two winners – one from industry and one from the government sector. This year's top industry honors went to Right Hemisphere for its "Aircraft CAD Integration Information" project. In this project, Right Hemisphere enabled a world-class aerospace manufacturer to centralize its 3D computer-aided design product data so that it could be sourced, accessed, and visualized in a secure, collaborative, concurrent engineering, and multi-disciplinary way.

"Though we received many excellent project nominations, Right Hemisphere's submission was a fine example of advanced technology challenges, innovation and value. There was an immediate consensus among the judges that this was the top choice," said AFEI Director Betsy Lauer.

"We are honored to receive this award from the AFEI, acknowledging the fine work of our integration team," said George W. Earle, vice president of global enterprise services at Right Hemisphere. "We had an excellent deployment team, but we also had an outstanding customer to partner with on this particular project. We share this award with them as we would not have achieved this degree of success without their substantial contribution."

The AFEI 2009 Excellence in Enterprise Integration Awards judging panel was comprised of representatives from Transportation Information Systems (TIS), the

National Defense Industrial Association (NDIA), NAVSYS (last year's AFEI industry category winner) and JFCOM (last year's AFEI government winner). According to the AFEI, award winners were selected based on how well they achieved: innovation, strategic effect, customer value, financial impact, operational consequence and cultural change. The judges gave the most weight to projects that achieved the most significant performance improvements in areas such as customer relationship, supply chain, manufacturing, collaboration, and web services.

In Right Hemisphere's winning project, an aerospace manufacturer implemented Right Hemisphere's Deep Server™ Connect. Deep Server Connect is an enterprise integration solution that employs uniform service oriented architecture (SOA) interfaces and federated search to export 3D product data from multiple engineering repositories (product data management systems) into a visual product information system. The Deep Server Connect solution eliminates manual methods and processes of visual product information searching, data exporting, and change management across an organization. The solution also automates 3D product data integration and hides data structure, and the complexities of data accessibility from the organization's non-engineering users who would also be using this data.

Right Hemisphere will officially receive its Excellence in Enterprise Integration Award at the Data Enterprise Conference today in Springfield, VA. For more information on the Excellence in Enterprise Integration Awards, go to <http://www.afei.org/about/awards/eii/Pages/default.aspx>.

About AFEI

The AFEI is an industry association dedicated to the advancement of the sharing, integration, management and protection of information across extended enterprises (people, process and technology), with a focus on national security and defense issues. AFEI (www.afei.org) is an affiliate subsidiary of the National Defense Industrial Association (NDIA) (www.ndia.org), America's leading defense industry association promoting national security.



About Right Hemisphere

Right Hemisphere is the standard for Visual Enterprise solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as engineering, manufacturing, service and support, training and sales and marketing. The software does this by unifying visual product information with relevant business data readily available in corporate CAD, PLM, and ERP systems. It then automatically delivers this intelligent product information into commonly used business documents, file formats and even directly into business applications for secure downstream use anytime, anywhere. Founded in 1997, Right Hemisphere is a privately held, venture-funded corporation based in Silicon Valley and Auckland, New Zealand. For more information, please visit www.righthemisphere.com.

#

The names of companies and products mentioned herein are the trademarks of their respective owners.

Media Contact:

Susan Austin

Right Hemisphere

+1-408-266-2322

susan.austin@righthemisphere.com

