

Right Hemisphere® Appoints Former PeopleSoft and Oracle Executive to Vice President of Marketing

January 3, 2005, Fremont, CA — Right Hemisphere, a leading provider of enterprise software for intelligent 3D publishing solutions, today announced the appointment of Robert J. Eve to vice president of worldwide marketing. In his 23-year career, Eve has held vice-president level posts at companies such as Mercury Interactive, PeopleSoft, Inc., and Oracle Corporation. At Right Hemisphere, Eve reports to CEO Michael Lynch and is responsible for all marketing functions, including market strategy and development; corporate marketing; product marketing and management; and channel enablement.

“Bob brings a proven track record of pioneering enterprise software markets to Right Hemisphere,” said Lynch. “He has the enterprise software expertise, the breadth of skills, the leadership, and the drive to build an effective global marketing program. He is a very welcome addition to our team.”

Before Right Hemisphere, Eve was vice president of market development at Informatica. Prior to Informatica, Eve managed the ERP/CRM and J2EE/.NET product lines for the \$500 million software company Mercury Interactive. He was also responsible for Mercury’s product marketing in Europe as well as its competitive intelligence and pricing activities.

Previously, Eve served as vice president of marketing at Kintana where he defined the IT governance category and helped grow revenue from \$15 million to \$50 million. He also provided Kintana with the introductions and strategic analyses that led to the company’s acquisition by Mercury Interactive. Earlier, as the head of business development and alliances, Eve grew Kintana’s average sale price from \$100,000 to \$300,000 and developed partnerships with Accenture, Oracle, PeopleSoft, and Siebel Systems.

Eve was the vice president of alliances at PeopleSoft before joining Kintana, responsible for over 300 partners and 100 staff members. Eve came to PeopleSoft from Oracle where he held a variety of senior-level positions. He holds a master’s degree in management from the Massachusetts Institute of Technology and a bachelor’s degree in business administration from the University of California at Berkeley.

Right Hemisphere

Right Hemisphere is the leading provider of enterprise software for intelligent 3D publishing solutions. The company’s software enables non-engineers to efficiently repurpose 3D engineering design data into high-impact visual communications used to support the product lifecycle in such areas as interactive training, technical documentation, and marketing communications. From backend database integration and data conversion to authoring and publishing 3D content, Right Hemisphere’s intelligent, start-to-finish 3D publishing solutions provide a comprehensive, open platform for developing and deploying scalable enterprise solutions. By delivering these tools, Right Hemisphere helps manufacturers and their supply chains maximize investments in engineering design to increase sales, reduce costs and speed products to market. For more information please visit:

www.righthemisphere.com or call toll free at (877) 309-3204.

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