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FOR IMMEDIATE RELEASE

Start-IT Magazine Names Right Hemisphere One of the Hottest Companies of 2006

Right Hemisphere's Innovative PGM Software Honored Among the Best of the Best in Manufacturing Technology

Fremont, CA — August 7, 2006 — Right Hemisphere[®], the leading provider of Product Graphics Management (PGM) software, today announced it has been named one of the Hottest Companies of 2006 by Start-IT magazine, a leading trade publication serving manufacturers. Right Hemisphere ascended from Start-IT's 2005 list of companies to "Keep An Eye On" to the top distinction of "Hot" this year.

"Right Hemisphere's software creates operational efficiencies in areas previously unaddressed. The software is innovative and more importantly it helps streamline a number of product communication business processes by automating the delivery of 2D and 3D graphics directly from 3D CAD assets," said John Buell, editor-in-chief of Start-IT. "Right Hemisphere's ongoing collaboration with Adobe is also significant as it has yielded software that can generate 3D PDFs with 3D models, stepped assembly and disassembly procedures, animations, or PMI data for viewing, sharing, and annotating. These capabilities could greatly enhance both the quality and effectiveness of manufacturers' communications with their supply chains and customers."

In its ninth year, the Start-IT Hottest Companies Awards recognize software and hardware vendors that have developed innovative applications of products and services for the manufacturing industry. The candidates were judged by the magazine's editorial staff on the basis of uniqueness of product or service offering; growth comparing 2005, 2004, and 2003 revenues; other awards and honors received; significant client wins in 2005; and biggest accomplishments or hurdles overcome in 2005.

In its 2006 fiscal year, Right Hemisphere achieved over 90% year over year growth in bookings. In addition to record bookings, the company licensed its 3D PGM technology to Adobe Systems Incorporated for inclusion in the groundbreaking Adobe® Acrobat® 3D software. Right Hemisphere introduced new versions of virtually every product in its portfolio in fiscal year 2006, as well as expanded its customer base, channel, technology partnerships, internal staff, and product line to meet growing PGM demand. The company was also recently honored with a 2006 Microsoft Global Export Potential Award (MGEPA) and a Consensus Software Award (CSA). Both awards applied similar base criteria of software innovation, performance, and potential.

Leading manufacturers such as DaimlerChrysler, Sikorsky Aircraft, Bell Helicopter, and Halliburton have deployed Right Hemispheres flagship “Deep Server” enterprise PGM software. Deep Server is implemented to quickly automate graphics transformation and authoring, and to optimize the graphics publishing processes for product communications and support offerings. Deep Server is unique in its support of over 120 2D and 3D file formats. The software also provides a unified repository to easily retrieve data, has a searching interface as easy to use as Google® and a secure and managed environment for proprietary data and access control. For more information about Deep Server, visit <http://www.righthemisphere.com/products/dserv/index.htm>.

About Start-IT Magazine

Start-IT magazine helps manufacturers take full advantage of the power of partnerships by emphasizing the importance of IT partnerships and how these partners are working together to reach their goals through the use of technology. Emphasizing the power of partnerships, Start-IT is read by decision makers across all manufacturing segments as a primary source of business strategies to best take advantage of today's technologies.

About Right Hemisphere

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software, a new category of enterprise software. PGM enables manufacturers to globally source, sell, and service products more effectively by delivering the right

2D and 3D product graphics, in the right format across their extended enterprises, all from accurate, up-to-date engineering data readily available in current CAD and PDM systems. Only Right Hemisphere lets you capitalize on your existing investments in 3D CAD and multimedia communications, while replacing today's manual product communications processes. With Right Hemisphere you can turn your product communications such as RFQs, catalogs, manuals, courseware, collateral, IETMs, and more, into competitive advantage. Over 500 innovative manufacturers, including five of the top six automotive OEMs and nine of the top 10 U.S. aerospace and defense contractors rely on Right Hemisphere to dramatically accelerate time to market, increase product and services revenues, and lower product communications costs.

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

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