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FOR IMMEDIATE RELEASE

Government's Support Gives Big Boost to Local Technology Firm Right Hemisphere

Auckland, New Zealand — September 7, 2006 — Right Hemisphere®, the leading provider of Product Graphics Management (PGM) software, has entered into a financial agreement with the Crown allowing the company to retain the majority of its research and development in Auckland – and to help expand New Zealand's burgeoning technology sector. The trail-blazing New Zealand-founded software firm, Right Hemisphere, is set to retain a large part of its operations locally, thanks to this strong government support.

Mark Thomas, founder of Right Hemisphere, said the government's support would benefit both Right Hemisphere and New Zealand's technology sector as a whole. "As part of our agreement with the government, Right Hemisphere has committed to working with local industry and research institutions," Thomas said. "We're excited about the opportunities this will bring to New Zealand so the country can further its technology capabilities."

Under the terms of the agreement, Right Hemisphere will receive a conditional loan of U.S. \$8 million for three years. As long as Right Hemisphere keeps to the conditions of the loan, the interest of 25 percent will be waived. The principal must still be repaid.

Right Hemisphere is financially supported by prestigious U.S.-based venture capital firms Sequoia Capital Partners and Sutter Hill Ventures. The company is already experiencing global success with the incorporation of its 3D graphics viewer into the latest version of the free Adobe® Reader®, produced by top software firm, Adobe Systems Incorporated.

“Our technology is rapidly being adopted by leading aerospace, automotive, and engineering companies to help them communicate globally through the international language of graphics,” Thomas continued.

Thomas said Right Hemisphere has delivered New Zealand technology as an enabling communications platform for some of the world’s leading manufacturing companies, including DaimlerChrysler, Sikorsky Aircraft, Bell Helicopter, and Halliburton.

According to Thomas, the company’s loan agreement with the Crown states that Right Hemisphere has committed to a number of initiatives, including:

- Establishing a ‘virtual cluster’ of firms and research institutions involved in product graphics management and 3D digital graphics fields
- Working with selected research organisations to establish a three-year programme of joint research projects
- Sponsoring undergraduate and post-graduate student research into 3D digital graphics
- Assisting educational institutions to develop programmes tailored to the 3D digital graphics and product management graphics industries
- Providing a significant discount on Right Hemisphere software to New Zealand research and educational institutions
- Providing participating universities with access to discounted 3D graphics technology to support education and research programmes

“The government’s commitment to Right Hemisphere and the wider New Zealand technology industry is a huge boost for the sector. We look forward to helping grow and strengthen it further during the coming years,” said Thomas.

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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