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FOR IMMEDIATE RELEASE

Prominent Sutter Hill Ventures Managing Director Jim White Joins Right Hemisphere Board of Directors

October 11, 2005, Fremont, CA—Right Hemisphere®, a leading provider of Product Graphics Management (PGM) software, today announced that Sutter Hill Ventures Managing Partner Jim White has joined its board of directors. White has an enterprise application investment focus and a successful operational track record in graphics technology, making him an ideal contributor to the Right Hemisphere board.

“Jim understands the value of graphics hardware and software, and how that value can be extended throughout the enterprise with a PGM solution like ours in the IT infrastructure,” said Michael Lynch, CEO of Right Hemisphere. “He’s already an invaluable strategic partner to me and the other members of the executive team. We welcome his assistance as we build this company into a market leader that stands the test of time.”

“Right Hemisphere has exceptional people, a considerable market opportunity, and unique technology that enables non-design engineers to use graphic data,” White said. “All large manufacturing and industrial companies design their products in 3D, leveraging one of many existing CAD applications. This data can serve as the perfect foundation to fulfill all of an enterprise’s downstream product graphics needs. Right Hemisphere software helps companies harvest their CAD data, in an integrated, automated, and managed process. So departments across the enterprise can get a head start on creating support materials, such as product documentation, even before the physical prototypes themselves may exist. This is truly revolutionary. Any time you can automate manual processes, reduce costs and create a leaner manufacturing environment, you have a winner on your hands.”

White joined Sutter Hill Ventures in 2000 from Macromedia Inc. In his four years with Macromedia he held the position of vice president of marketing and then general manager of the Interactive Learning Division, which was sold to IBM. Prior to Macromedia, Jim was a vice president of marketing for Silicon Graphics, Inc (SGI). In his eight years at SGI he helped to start and build the company’s \$1.5 billion 3D graphics workstation business. White began his career with HP in its PC division and was part of the core team that created the Vectra Product line, spending time in engineering, sales, and product marketing. He holds a bachelor’s degree in Industrial Engineering from Northwestern University and a master’s in business administration from Harvard University.

Right Hemisphere’s board of directors also includes Bob Cohn, chairman of the board and a former Sequoia Capital partner and Octel CEO; Scott Gilmour, a successful technology

industry executive and investor who previously served as general manager of Intel New Zealand; and Michael Lynch, CEO of Right Hemisphere.

About Sutter Hill Ventures

[Sutter Hill Ventures](http://www.shv.com/index.html) is a venture capital firm that finances technology-based start-up and early-stage companies pioneering products or services in growth markets, especially those in information technology and health care. Founded in 1964, it is one of Silicon Valley's original venture capital firms. Companies backed by Sutter Hill include: Netapp, Legato, Quantum, Storage Tek, Tellabs, Alteon, Linear Technology, NVIDIA, BroadVision, Vitria, Molecular Devices, Cor Therapeutics, Amylin Pharmaceuticals, Omnicell, and eLoyalty. (<http://www.shv.com/index.html>)

About Right Hemisphere

Right Hemisphere is the leading provider of Product Graphics Management (PGM) software. PGM is a new category of enterprise software that integrates, automates, and manages 2D and 3D product graphics across the extended enterprise. Five of the top six automotive OEMs, nine of the top 10 aerospace and defense contractors, and hundreds more customers use Right Hemisphere software to streamline publishing of technical publications, interactive training, marketing communications, engineering collaboration documents, and more. Right Hemisphere accelerates time to market for new products and product support offerings, increases revenue and competitive advantage, and reduces product lifecycle 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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