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FOR IMMEDIATE RELEASE

Right Hemisphere Appoints Solidcore Co-Founder Rix Kramlich to Vice President of Worldwide Marketing

Fremont, CA — January 16, 2007 — Right Hemisphere[®], the leading provider of Product Graphics Management (PGM) software, today announced the appointment of software marketing veteran Rix Kramlich to vice president of worldwide marketing. Kramlich joins Right Hemisphere from Solidcore Systems of Palo Alto, CA where he was a co-founder and the executive vice president of marketing. At Right Hemisphere, Kramlich will report to CEO Michael Lynch and be responsible for all marketing and product management personnel.

“Rix has a strong track record of success in both large enterprise and start-up environments. With his balanced operational experience, I believe he has the vision and execution skills necessary to see where we need to go and get us there,” said CEO Michael Lynch. “He’s energized by challenges and welcomes opportunities that can make a big impact. We expect him to make a very big impression here as we continue to build market awareness for Right Hemisphere’s value proposition, software tools and enterprise solutions.”

Prior to Right Hemisphere, Kramlich was at Solidcore Systems where he was a co-founder and executive vice president of marketing. At Solidcore he helped raise \$30 million in venture funding and developed the go-to-market strategy that established the company as a well recognized and leading solutions provider in the IT software market.

Before Solidcore, Kramlich was the director of global e-marketing for i2 Technologies, a leading provider of supply chain management solutions. Prior to i2, Kramlich was at custom parts sourcing start-up Supplybase where he

established and led the company's marketing efforts and executed the go-to-market strategy that resulted in the company's acquisition by i2 Technologies.

Earlier in his career, Kramlich spent eight years working in various senior product management positions at Macromedia (now part of Adobe Systems) involved in 3D visualization, e-learning, authoring and graphics production products. He began his professional career as a designer with Jorge de Quesada, Inc. Architects specializing in computer-aided design and visualization, and holds a bachelor's degree in architecture from the University of California at Berkeley.

About Right Hemisphere

Right Hemisphere is the leading provider of Product Graphics Management (PGM) 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.

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