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FOR IMMEDIATE RELEASE

Right Hemisphere Expands Business Overseas, Opens European Headquarters in Munich

Fremont, CA and Munich, Germany — September 19, 2006 — In direct response to market and customer demand, Right Hemisphere®, the leading provider of Product Graphics Management (PGM) software, today announced it has established its European headquarters in Munich, Germany. “Right Hemisphere EMEA” (Europe, Middle East, and Africa) is already open for business and staffed with sales and PGM software implementation personnel. Working closely with its partner and top PLM integration specialist PROSTEP AG, Right Hemisphere EMEA staff is providing services to existing customers as well as engaging with a number of Europe’s leading discrete manufacturing companies.

“Munich is undeniably one of the world’s leading high-tech hubs,” Right Hemisphere CEO Michael Lynch said. “The city is well-known for its consistent legacy of scientific and engineering achievements, and is centrally located to provide easy access to our global manufacturing customers in Germany and neighboring countries. It is a logical home for our European headquarters.”

Lynch continued. “European manufacturers, like their American counterparts, are challenged by the complexity of today’s products. They need to have product communications with 2D and 3D content that can be shared and clearly understood by geographically dispersed staff and external suppliers. Together with our partners—Adobe Systems, PROSTEP AG, and Tata Consultancy Services—we have an outstanding portfolio of 2D and 3D product communications solutions. These solutions allow manufacturers to author and publish product information to popular formats, such as Adobe PDF, for secure, anytime, anywhere communications.”

Right Hemisphere EMEA is aggressively partnering with highly reputable European value-added resellers (VARs) and system integrators (SIs), such as PROSTEP AG and Tata Consultancy Services, who have a trusted legacy of serving the European manufacturing community. Right Hemisphere EMEA will provide a central location for the Right Hemisphere's team to support these VARs and SIs.

Right Hemisphere EMEA is headed by General Manager Adi Stahuber. Offices are located at Landsberger Strasse 155, House 2.III. For sales inquiries, contact Right Hemisphere EMEA at +49 89 579-59 174. For all other business-related questions, please contact marketing@righthemisphere.com.

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.

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