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MEDIA ALERT

Right Hemisphere Hosts Model-Based Definition Executive Roundtable Events with Dr. Ken Versprille of CPDA

Six-City Event Series Shares Results of Recent Research by Dr. Versprille on how Fortune 100 Best Practitioners Leverage their Investments in MBD

Pleasanton, CA — February 20, 2008 — Right Hemisphere[®], the leading provider of visual product communication and collaboration solutions, today announced a six-city roundtable series on “Model-Based Definition for the Masses” featuring Dr. Ken Versprille and his most recent research. Dr. Versprille, who is a partner and product lifecycle management (PLM) research director at Collaborative Product Development Associates (CPDA), LLC., will lead the roundtable discussions and share his findings on how Fortune 100 best practitioners are leveraging their investments in Model-Based Definition (MBD) to drive improved efficiency, innovation, and bottom line results for their businesses.

Dr. Versprille has over 20-years experience in PLM. Before CPDA, he spent 15 years at Computervision Corporation where he was a lead architect on the CADDs 4 product, and had sole responsibility for the design of Computervision's 3D graphics system. Dr. Versprille holds a bachelor's degree in mathematics from the University of New Hampshire and earned both his master's and PhD in computer science from Syracuse University.

This event series will visit:

- Hartford, CT on March 4
- St. Louis, MO on March 5
- Seattle, WA on March 6
- Dallas-Fort Worth, Texas on March 11
- Wichita, KS on March 12
- and Manhattan Beach, CA on March 13

For more information or to register for one of these events, please go to http://www.righthemisphere.com/mbd_LunchSeries/.

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication and collaboration solutions enabling manufacturers to optimize their global product development, launch, and support processes. Right Hemisphere maximizes knowledge transfer efficiency of product information to downstream stakeholders by automatically publishing product information readily available in CAD, PLM, and ERP systems into common document formats and business applications. 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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