



RIGHT HEMISPHERE INC.

39355 CALIFORNIA STREET, SUITE 201

FREMONT, CA 94538, USA

PH: +1 877 309 3204, +1 510 818 2880

FAX: +1 510 818 1808

WWW.RIGHTHEMISPHERE.COM

FOR IMMEDIATE RELEASE

25-Year Industry Veteran Joins Right Hemisphere to Head and Expand Strategic Alliances and Channel Programs

Former Actify CEO Randy Ochs Steps in to Lead Aggressive New Program

Fremont, CA — August 22, 2006 — Right Hemisphere[®], the leading provider of Product Graphics Management (PGM) software, today announced it has appointed former Actify CEO Randy Ochs to vice president of strategic alliances and channel development. In this role, Ochs will be responsible for building the company's worldwide strategic channel programs to accelerate sales. As a member of the senior management team, he will report to Right Hemisphere CEO Michael Lynch.

"Hiring Randy is a real coup and part of a much bigger effort to focus on strategic alliance partners," Lynch said. "This is a critical initiative for the company to bring and service PGM solutions to a larger audience around the globe. Randy's particularly skilled at forming key relationships and it's this knowledge of securing sustainable business relationships across multiple industries that will be instrumental to achieving our growth objectives."

With 25 years of CAD, PLM, and design visualization experience, Ochs has spent most of his career in senior management positions with companies such as CADAM/IBM, Autodesk, PTC, Agile, and Actify. Ochs joins Right Hemisphere from Actify, a San Francisco, CA based provider of 3D visualization software for the manufacturing industry. In his three-year tenure as CEO of Actify, he increased sales 400% while successfully realigning the company's product strategy from a 3D viewer to a larger digital design communication platform. He also established a strong strategic partnership with Microsoft for Actify and helped grow its international channel and direct sales presence.

Previously, Ochs held the position of vice president western region for Agile Software, the leader in PLM solutions for product and design collaboration. At Agile, Ochs led the growth of the western region with such customers as NVIDIA, Microsoft, InVision Technology, and Logitech.

Before Agile, Ochs was vice president of sales at InPart/PTC. He has also held other senior management positions at Autodesk and IBM/CADAM. Ochs received a bachelor's degree in Computer Science from Hancock College.

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.

Media Contact:

Susan Austin
Right Hemisphere
(408) 266-2322

susan.austin@righthemisphere.com