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FOR IMMEDIATE RELEASE

MBT Magazine Names Right Hemisphere among Emerging Software Vendors "Forging Next Generation of Technology and Process Innovation"

Pleasanton, CA —November 27, 2007 — Right Hemisphere, the leading provider of visual communication and collaboration solutions, today announced it has been named to *Manufacturing Business Technology* (MBT) magazine's list of top 40 Emerging Software Vendors.

According to MBT Editorial Director Kevin Parker in the magazine's October 2007 issue, "If ERP and PLM are the heart and soul of the manufacturing enterprise, then Manufacturing Business Technology's roster of the 40 Emerging Software Vendors is the enterprise's life-blood. These vendors are forging the next generation of technology and process innovation."

"Right Hemisphere was an obvious choice for our 40 Emerging Software Vendors roster," MBT's Parker said. "The company's software picks up where PLM systems typically drop off, to allow technical publication specialists, trainers, advertising agencies, service organizations, and others to work with and share 3D visualizations of complex product designs. Right Hemisphere identified a common, cross-departmental need and developed a software portfolio that both addressed the need and offered several key business and manufacturing process optimizations."

MBT is a leading trade magazine focused on information technology for manufacturing executives. The MBT staff selected vendors for its Emerging 40 list based on three primary criteria.

- Identified viable vertical industry niches and delivered the domain expertise needed to serve that industry.

- Formulated emerging software functionality for business or manufacturing process optimization.
- Distinguished themselves from the crowd of mainstream software vendors, for example, with their software distribution model or innovative use of infrastructure technology..

For the full article on the MBT 40 Emerging Software Vendors, go to: http://www.mbtmag.com/article/CA6487609.html?q=%22right+hemisphere%22#Complex%20product%20communication.

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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