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MEDIA ALERT

Right Hemisphere Launches “Deep 3D” Blog to Provide a Forum for its User Community

COE — Lake Buena Vista, FL — April 28, 2008 — Right Hemisphere[®], the leading provider of visual product communication and collaboration solutions, unveiled a new blog today called “Deep 3D”. The blog—which went live today with its first posting—was established to provide a forum for Right Hemisphere users to get additional Right Hemisphere product information and tips; to share information and give feedback; and to have a conversation. The Deep 3D blog can be accessed at www.Deep3D.com or from a link on the Right Hemisphere Web site, and will feature weekly postings from various Right Hemisphere personnel.

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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