RIGHT HEMISPHERE INC.

3825 HOPYARD ROAD, SUITE 150

PLEASANTON, CA 94588, USA

PH: +1 925 460 8133

FAX: +1 925 460 8136

WWW.RIGHTHEMISPHERE.COM

FOR IMMEDIATE RELEASE

Right Hemisphere Wins Prestigious 'American Business Award' for Sales

Auckland, New Zealand, February 26, 2009 — Right Hemisphere, the leader in visual product communication and collaboration solutions, has been recognised for outstanding sales achievement at the 2009 American Business Awards, held earlier this month in Las Vegas.

Right Hemisphere's Todd Caponi won the Worldwide Vice President of Sales of the Year Award, beating senior sales executives from blue chip U.S. corporations including FedEx. The Auckland founded company was also named a finalist in the Software Industry Sales Team of the Year category.

Founder and Chief Technology Officer, Mark Thomas, says the Award is vindication that Kiwi technology companies can indeed 'cross the sales and marketing chasm' with the right approach and people.

"Right Hemisphere identified, and is now solving, a core need by global aerospace, heavy plant and machinery manufacturers to optimise their critical business processes. We recorded five straight quarters of growth to December 2008 and are positive about the year ahead."

Stephen Tindall, an investor in Right Hemisphere, says "It's clear that Right Hemisphere's technology is making a positive impact on productivity and efficiency for major U.S. companies, key factors in remaining high on the buying list in these tighter economic times. As an early supporter of Right Hemisphere I am very excited by its progress and also about the prospects for other New Zealand organisations to benefit from its advanced skills through Nextspace."

Nextspace, the 3D visualisation industry catalyst, makes Right Hemisphere's software available to New Zealand businesses, education and research organisations.

The American Business Awards were held on 10th February and form part of the 'Stevie Awards'. Described as the 'Oscars of the business world', the Stevie Awards recognise the efforts, accomplishments, and positive contributions of companies and business people worldwide.

"This year's honorees demonstrate that even in challenging economic times, it's possible for organisations to continue to shine in sales and customer service, the two most important functions in business: acquiring and keeping customers," said Michael Gallagher, president of the Stevie Awards.

One of Right Hemisphere's most recent customer acquisitions — announced in January — is Spirit AeroSystems, Inc. The world's largest supplier of commercial airplane assemblies and components, Spirit AeroSystems purchased Right Hemisphere's visual product communication and collaboration solutions to generate "visual routers"—or animated, visual work instructions. These will aid shop floor personnel building fuselages in Spirit's expanding Wichita, Kansas-based manufacturing facilities.
-Ends-

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise visual product communication, collaboration and publishing solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as sourcing, manufacturing, marketing and customer support. The software does this by integrating disparate product data readily available in corporate CAD, PLM, and ERP systems. It then automatically delivers this intelligent product information into commonly used business documents, file formats and even directly into business applications for secure downstream use anytime, anywhere.
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.

# # #

The names of companies and products mentioned herein are the trademarks of their respective owners.

For more information, please contact:
Paul O'Leary
Pursuit Public Relations
09 913 7520
paul@pursuitpr.co.nz