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FOR IMMEDIATE RELEASE

Right Hemisphere Named One of the “Hottest Companies of 2007” by Start-IT Magazine

Company Honored for a Third Consecutive Year

Fremont, CA — May 7, 2007 — Right Hemisphere[®], the leader in visual product communication and collaboration solutions, was once again named one of the hottest companies of the year by Start-IT magazine. This is the third consecutive year the magazine has recognized Right Hemisphere among its honorees. The Start-IT Hottest Companies of 2007 awards are in their tenth year and recognize suppliers of innovative technology products and services to the manufacturing industry. The nominees are judged by the magazine’s editorial staff on the basis of uniqueness of product or service offering; revenue growth over the last three years; other awards and honors received; significant client wins; and biggest accomplishments or hurdles overcome, among other criteria.

“With these awards, we pay tribute to companies that provide outstanding technology as well as a strong commitment to helping their manufacturing customers succeed,” said Peggy Smedley, editorial director at Start-IT. “Right Hemisphere’s software helps manufacturers extend and get more leverage from their PLM and PDM systems so that they can more efficiently share product data and collaborate. In addition to developing innovative software, Right Hemisphere’s ability to win additional business with existing customers provides compelling evidence of its successful commitment to and partnership with its customers. It is these qualities of innovation and partnership as well as the company’s reported strong growth and impressive new customer wins that make Right Hemisphere deserving of a 2007 ‘Hot’ accolade.”

Right Hemisphere recently concluded its 2007 fiscal year with exceptionally strong growth in its bookings, partnerships, and customer adoption. The company's technology and vision were further validated by the expansion of existing Right

Hemisphere software deployments with customers such as Bell Helicopter, DaimlerChrysler and Sikorsky. Right Hemisphere's relationships with strategic and channel partners also grew more prominent in the market over the last year. Microsoft, for example, chose Right Hemisphere as one of 10 companies to highlight in its worldwide launch of the new Windows Vista operating system. Last year, Right Hemisphere was further awarded a key U.S. patent for its "digital asset server and asset management system" as well as introduced its next-generation Right Hemisphere 5 software, an enterprise-class platform for visual communication and collaboration.

In addition to being a Start-IT award recipient, Right Hemisphere was recognized with a number of industry awards over the last year, including a 2006 Microsoft Global Export Potential Award, a Consensus Software Award, a PricewaterhouseCoopers Supreme Excellence Award and New Zealand Hi-Tech Company of the Year honor, a Rakon NZ Hi-Tech Deal of the Year award, and a third consecutive Military Training Technology magazine "MT2 Top 100 Award". Right Hemisphere was even tapped by the New Zealand government to help with an economic initiative to establish and support a world-leading 3D digital content and graphics industry in New Zealand.

About Start-IT Magazine

Start-IT magazine helps manufacturers take full advantage of the power of partnerships by emphasizing the importance of IT partnerships and how these partners are working together to reach their goals through the use of technology. Emphasizing the power of partnerships, Start-IT is read by decision makers across all manufacturing segments as a primary source of business strategies to best take advantage of today's technologies.

About Right Hemisphere

Right Hemisphere is the leading provider of enterprise product communication and collaboration solutions enabling manufacturers to optimize their global product development, launch, and support processes. Organizations have invested in operational processes and IT systems to improve product lifecycle efficiencies, yet delivery of precise and up-to-date product information to the extended enterprise

in a timely, efficient and usable form is difficult today. 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 call toll free at (877) 309-3204.

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