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FOR IMMEDIATE RELEASE

Right Hemisphere Joins PLM Alliance and Contributes Visualization to Alliance's ezPLM Solution

SAP Insider Conference — Orlando, FL — March 2, 2009 — Right Hemisphere®, the leader in visual product communication and collaboration solutions, today announced that it has joined the PLM Alliance serving SAP® PLM customers and contributed an important new component to the Alliance's ezPLM software suite. Founded by CENIT AG, CIDEON AG, DSC Software AG and .riess engineering GmbH, the PLM Alliance members share a common objective to jointly develop, market, and implement solutions surrounding SAP PLM.

"Right Hemisphere offers advanced software specifically for the SAP PLM environment and, in fact, created the visualization technology inside of SAP PLM 7.0. As a result, Right Hemisphere is a critical partner to have in the PLM Alliance and to complete the ezPLM software portfolio," said PLM Alliance Chairman and CEO of CENIT North America Horst Heckhorn. "With a visualization option in the ezPLM suite, customers now have a means to create and publish 2D and 3D graphics in lightweight formats inside of SAP PLM that support key business processes across their enterprises."

The ezPLM Visualization Package enables customers with a SAP PLM infrastructure to generate, store and deliver 2D and lightweight 3D graphics and documents from CAD models as predefined, event triggered processes. It also enables SAP customers using releases 4.7 or higher to leverage Right Hemisphere's technology for part viewing, assembly viewing and redlining. The ezPLM Visualization Package and the other ezPLM solution components are expected to be available for purchase in Q2.

“Right Hemisphere’s participation in the PLM Alliance is another indication that we are very serious about being a permanent and essential component of all SAP based enterprises,” said Right Hemisphere Vice President of Worldwide Marketing and Business Development Rix Kramlich. “Over the last two years we have engaged with SAP, received equity funding from SAP Ventures, created a version of our flagship Deep Server software specifically for SAP PLM, completed important SAP certification work, had our visualization technology adopted by SAP and embedded in SAP PLM 7.0, and most importantly, been purchased by SAP customers. At this stage, we’re forecasting strong, continued interest in our solutions.”

CENIT and the PLM Alliance are authorized SAP PLM Special Expertise Partners with extensive accumulated experience and know-how from having completed numerous successful PLM projects. For more information on the PLM Alliance, its members, and the ezPLM solution, please go to the PLM Alliance Web site at <http://www.sapplmalliance.com/>.

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.

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