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**FOR IMMEDIATE RELEASE**

## **Right Hemisphere Receives Equity Investment from SAP Ventures**

**Fremont, CA — April 12, 2007** — Right Hemisphere<sup>®</sup>, the leader in visual product communication and collaboration solutions, today announced it has received an equity investment from SAP Ventures, the venture capital arm of SAP AG (NYSE: SAP). Munich Venture Partners also participated in the investment. Right Hemisphere's software integrates with and extends all major product data management (PDM) and product lifecycle management (PLM) systems to enable the re-use of accurate, up-to-date product information across the extended enterprise. Today the company's solutions provide some of the industry's most respected manufacturers, such as DaimlerChrysler, Bell Helicopter, Sikorsky and others, with an open environment for enterprise-wide product communication and collaboration that seamlessly connects with other enterprise systems, eliminates various inefficiencies, and helps manufacturers get their products and support materials to market faster.

"We believe Right Hemisphere has identified the next frontier for sweeping enterprise-wide process improvements. With an open, automated approach to sharing and publishing 3D product information, Right Hemisphere is adding great value by eliminating the time-consuming downstream process inefficiencies that traditional PLM solutions have failed to address," said Nino Marakovic, a partner at SAP Ventures. "The company's solutions, standards-based approach, and ROI have resonated very, very well with Fortune 1000 manufacturers of complex products. We anticipate an enormous market opportunity for Right Hemisphere with this new emerging class of enterprise software."

"Having the support of SAP is yet another huge validation of our technology and of the growing importance of this new strategic space we call 'visual product

communication and collaboration,” said Right Hemisphere CEO Michael Lynch. “With SAP Ventures joining the ranks of our other investors — Sequoia Capital, Sutter Hill Ventures, and NVIDIA — and our strategic partners — Adobe Systems and Microsoft Corporation — there’s no denying that we have struck a powerful nerve in this industry.”

Last month Right Hemisphere announced the Right Hemisphere 5 platform, an integrated suite of visual product communication and collaboration solutions. With support for over 130 2D and 3D formats, Right Hemisphere’s next-generation software maximizes knowledge transfer efficiency of product information to downstream stakeholders — including sourcing, sales and marketing, manufacturing, training, and service and support functions — by automatically publishing product information readily available in CAD, PLM, and ERP systems into corporate document standards such as Adobe® PDF® and Microsoft® Office.

### **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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