



## FOR IMMEDIATE RELEASE

### **Semantra Lands \$3 Million in Additional Funding From Investor CPMG, Inc.**

*CPMG, Inc. cites compelling product advancements and accelerating market acceptance in awarding third round of funding*

**DALLAS, Texas – July 22, 2008** – Semantra, a pioneering developer of user-driven analytics software, today announced it has secured an additional \$3 million in equity funding from current investor CPMG, Inc. This brings CPMG, Inc.'s total investment in Semantra to approximately \$9 million, solidifying the firm's leadership position in conversational analytics.

"We continue to invest in Semantra because they are proving the value of user-driven analytics technology in the Microsoft channel today and will soon in other key markets including Oracle and SAP," said Kent McGaughy, principal of CPMG, Inc. "This intuitive, easy-to-use software is allowing companies to be more resourceful, savvy and creative in the way they conduct business."

Semantra's technology allows users at all levels of an organization to make critical decisions using common business terms to access corporate data through a simple search box. For example, a vice president of sales can more effectively and efficiently close a quarter by simply asking Semantra, "Show me all Q4 opportunities with revenue greater than \$100,000 by salesperson."

According to Michael Corcoran at DM Review, "The average middle manager spends about two hours per day looking for data, and IT spends 30 percent of their time trying to pin down information relevant to their jobs." Semantra addresses this problem

by breaking down the barriers that exist between employees and corporate data by delivering a self-service capability to pull critical data from databases in seconds.

*Semantra 2.0 for Microsoft Dynamics CRM* is being distributed and supported by a national network of VARs and system integrators through the Semantra Reseller Program, which includes many of Microsoft's "Gold Certified" partners. Members of the program network are pre-qualified to install the product, conduct user training and provide a broad range of customization for users with specialized requirements. The new funding will be used primarily to accelerate channel development efforts, as well as introduce new products optimized for Oracle/Siebel and SAP.

Semantra 2.5 is on track for October 1, 2008 release.

"CPMG, Inc. has remained a loyal and invaluable partner since our original inception," said Chris Davis, CEO of Semantra. "The growth we have sustained since 2006 is a testament to their investment and the market potential Semantra holds. Along with CPMG, Inc., Semantra will undergo significant expansion including diversification of our product line and channel strategy in the years to come."

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**About Semantra**

Semantra is a pioneer in Natural Language and Semantics that is applied in a search and information access context that enables enterprises to quickly and easily retrieve precise, critical information from complex corporate databases through inquiries in the language of a user's business. With an understanding of linguistics, conceptual modeling and relational theory, Semantra built its software to empower business users with real time, common language commands and requests unavailable through traditional BI or enterprise search solutions. Semantra significantly improves the value of any enterprise business application. Semantra's headquarters are located in Dallas, Texas. Please visit [www.semantra.com](http://www.semantra.com) for more information.

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