



FOR IMMEDIATE RELEASE

Semantra Invests in Channel with Executive Hires

New executives' expertise builds out Semantra's channel-focused strategy

DALLAS, Texas – May 22, 2008 – Semantra, a pioneering developer of conversational analytics software that simplifies the reporting and analysis of business-critical data, today announced the addition of two key executives recruited to drive the company's channel development program and revenue growth.

Sales executive Kurt Pimentel has been appointed vice president of business development, and Microsoft applications expert Travis Grubbs has been hired as vice president of channel operations for Microsoft Dynamics.

Semantra 2.0 is distributed and supported by a national network of VARs and system integrators through the Semantra Partner Program, which includes many of Microsoft's "Gold Certified" partners. Pimentel and Grubbs reinforce Semantra's commitment to their channel partners.

Pimentel is responsible for channel and alliance development as well as the creation and management of Semantra's sales and support teams. Pimentel brings over 15 years of sales and business development experience earned while working with some of the top technology providers in the country, including business intelligence leader SAS Institute. Most recently, Pimentel served as the global business development manager for Teradata. Pimentel received a bachelor's and master's degree from Auburn University.

-more-

Grubbs joins Semantra as vice president of channel operations for Microsoft Dynamics. In this role, he is responsible for developing the channel relationships with Microsoft and key Microsoft VARs and Systems Integrators. His duties include creating and executing partner programs that drive Semantra's product into partner ecosystems, as well as developing the professional services model and offerings for the company. Grubbs joins Semantra after working with ePartners (two-time Microsoft global partner of the year) as vice president of Technology. He received his bachelor's and master's degree from Texas Christian University.

"Mr. Pimentel and Mr. Grubbs are seasoned and accomplished leaders who will drive Semantra's focus on the Microsoft channel and beyond. I am confident their contributions to the company and our partner community will be significant," said CEO of Semantra, Chris Davis.

###

Media Contact:

Sally Rivero, sally@petersgroupPR.com, (512) 794-8600

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 for more information.

Semantra is a trademark of Semantra Corporation. All product and service names are the property of their respective owners. © Semantra 2007-2008.