



FOR IMMEDIATE RELEASE

Semantra Strengthens Board with Software Veteran

Jim Janicki, former MetaSolv Founder/CEO, to provide industry expertise for emerging technology company

DALLAS, Texas – October 23, 2008 – Semantra, the leading developer of user-driven analytics software that breaks the barrier between users and information captured in their enterprise applications, today announced the appointment of Jim Janicki to its Board of Directors. Janicki is currently the President and CEO of Ignite Technologies, a Dallas based software company specializing in content delivery.

Janicki brings more than 25 years of executive leadership with extensive entrepreneurial and software technology experience. Prior to Ignite, Janicki served as President and CEO of Calpont, a privately-held company that focuses on database solutions; Entrepreneur-in-Residence at Austin Ventures; and co-founding CEO of MetaSolv Software, a leading global provider of operations support system solutions for communications service providers. Early in his career, Janicki spent a number of years at Texas Instruments. He holds a Bachelor of Science Degree in Computer Information Systems from Arizona State University.

The Board of Directors advises and guides Semantra as the company explores channel and product strategies and expansion into platforms such as Oracle, SAP and Microsoft. The addition of Janicki increases the operational and technical depth of Semantra's Board of Directors, which includes executives from Semantra and Cardinal Partners.

“Jim has provided significant input and support to Semantra since its inception and his addition to our Board of Directors increases Semantra’s ability to execute successfully. He is a gifted technologist and business leader with an extraordinary track record of founding and building successful software product companies. Jim understands the reality of scaling our technology in multiple markets,” said Semantra CEO, Chris Davis.

Semantra most recently announced the launch of the Semantra Partner Program as well as the release of Semantra 2.5 for Microsoft Dynamics CRM.

###

Media Contact:

Renee Francese, renee@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.