



FOR IMMEDIATE RELEASE

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Semantra Expands Executive Staff *Coleman, Aufricht, Lane join local software company*

DALLAS, Texas – June 26, 2007 – Semantra, a Dallas-based software company that specializes in enterprise search and information access, today announced the addition of several top executives to the company.

“I am very pleased to be adding such tenured, high performance executives to our management team,” stated Semantra CEO, Chris Davis. “Each of these individuals brings a world of experience that will accelerate our growth and ensure we continue to exceed our clients' highest expectations.”

Rusty Coleman to manage sales, business development, and customer services

Bringing more than 26 years of technology experience, Coleman will identify new client opportunities and support Semantra’s existing business as vice president of sales and services. With background in a variety of executive management roles, product development, sales and marketing, Coleman is also responsible for developing and managing Semantra’s sales, professional services and customer support organizations.

Coleman comes to Semantra from etalk Corporation (now part of Autonomy) a provider of call center technology based in Irving, where he served as vice president of sales and services. Prior to etalk, Coleman was the president and CEO of Braxtel Communications, a private call center software company founded in Dublin, Ireland, where he managed the U.S. and European operations.

Coleman holds a bachelor's degree in management science and computer systems and a master's degree of business administration in operations research from Oklahoma State University.

Cody Aufricht to drive Semantra’s go-to-market strategies

Aufricht brings more than 20 years of corporate and agency marketing experience to Semantra as marketing vice president. His responsibilities include guiding the company’s market direction and developing go-to-market strategies.

Aufricht joins Semantra after working as senior vice president of marketing for ePartners, Microsoft's largest partner in the middle market business application space. During his time with ePartners, Aufricht received Microsoft's Marketing Excellence Award for driving the company from a \$5 million start-up to a \$90 million market leader from 2000 to 2006.

Prior to joining ePartners, Aufricht worked for Today's Staffing as director of marketing. He developed and directed the corporate marketing strategy for over 130 company-owned and franchise locations throughout the United States and Canada.

Aufricht holds a bachelor's degree in advertising from Texas Tech University and master's degree of business administration from the University of Dallas.

Derek Lane Joins Semantra as chief technical officer

As chief technical officer, Lane is responsible for merging technical innovation with Semantra's software development. This includes working with all areas of the company and the market to define the product roadmap, as well as lead all efforts related to architecture, technology, and process.

Prior to joining Semantra, Lane worked with Countrywide Financial Corporation as an enterprise architect. In addition, Lane previously worked with a diverse range of companies including: American Airlines, Sabre and Valtech.

Lane regularly contributes his time as an author, presenter and technical reviewer to various independent projects. He is also an active a member, presenter and mentor for technology user groups across the Midwest and the South United States.

About Semantra™

Semantra is a pioneer in Search Technology and information access that enables enterprises to identify complex information needed to make critical business decisions. Semantra employs proprietary technologies and context-sensitive natural language inferencing to empower information workers with real-time fact based decision making capability unavailable through traditional BI, search engines and enterprise search solutions. Semantra delivers a clear competitive advantage to a variety of industries including the public sector, healthcare, financial services and many others.

Semantra is financed by Cardinal Partners L.P., based in Dallas, Texas.

About Cardinal Partners, L.P.

Cardinal Partners, L.P. is managed by CPMG, Inc. CPMG's principals – Edward W. "Rusty" Rose, Kent McGaughy, and James Traweek – have in excess of 50 years of combined experience investing in publicly traded securities and private equity transactions. The firm is headquartered in Dallas, Texas.

For more information on Semantra, visit www.semantra.com, or contact Semantra at info@semantra.com, 214.445.2900, Liberty Plaza I, Suite 550, 5055 Keller Springs Road, Addison, Texas 75001.

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