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Semantra™ Names Chris Davis President & CEO

DALLAS, TX – October 25, 2005 – Semantra, a leading provider of semantic technologies and services to commercial and government markets worldwide, today announced that Chris Davis has joined the company as president and CEO. Davis had previously served on the company's Advisory Board since 2002 and joined the company to take Semantra to the next level of growth. Davis is a skilled business executive, with nearly twenty years of experience in providing innovation and leadership to public, private and venture-backed technology companies in highly competitive markets. He is a proven operator who has built and run successful technology organizations throughout his 20 years of experience in telecom, wireless, software and internet-enabled businesses. His areas of expertise include global sales, business development, marketing and general management.

Prior to being named president and chief executive officer, Davis was with Metrowerks, a software subsidiary of FreeScale Semiconductor, where he served as Vice President of Business Development and General Manager of the Wireless Software Division. At Metrowerks, Davis built, grew and ultimately sold the wireless business unit that successfully supported key wireless customers including Vodafone, Orange, Sprint, Nokia, SonyEricsson and Motorola among others. Prior to Metrowerks, Davis served as President and Co-founder of MobileGateway, a wireless systems integration company serving the Fortune 1000 market. Davis has served other key roles in the IT, wireless and telecommunications industries with Ernst & Young Consulting and GTE Wireless.

"Chris is a seasoned professional who will help shape the future of Semantra by steering the company into position to become a global provider of semantic technology and services. He will help us to deliver innovative solutions that will change the way our clients operate and how they obtain and use information," said Marvin Elder, Founder and Chief Scientist at Semantra. He added, "Chris will be instrumental in implementing new initiatives as we move forward, and help to provide the financial foundation that will support our growth."

Semantra has developed the Semantic Enterprise Platform™, (SEP) which links disparate information sources through shared concepts and semantics. Due to the widespread adoption of Web services and Service Oriented Architectures, organizations are quickly adopting "real-time enterprise" architectures that allow executives and managers to reach across their distributed and disparate data sources for immediate, actionable information. Utilizing new advances in semantics and ontology, Semantra provides the only true end-to-end solution for this new real-time enterprise architecture: its patent-pending semantic engine automatically converts a user's natural language information request into commonly shared concepts and distributes a single request across the enterprise. This unique information gathering process is accomplished without requiring the user to write a single line of code. The SEP is comprised of a subset of complementary software modules and services, which include: Natural Language Processor (NLP), Automatic Query Generator, Answer/Report Formatter and the OntoloNet™ Knowledgebase.

About Semantra

Semantra™ is a pioneer in Semantic Technology (ST) solutions that enable enterprises to cope with the increases in scale, complexity and lifecycle cost of hardware and software technologies. To be competitive in this environment, businesses must span all functions, data sources and applications within the enterprise, empowering knowledge workers to connect the dots and nimbly respond to quickly changing markets. Semantra employs semantics, conceptual modeling (ontologies) and context-sensitive natural language inferencing to produce efficiency and effectiveness gains in enterprise data management, delivering a strategic edge and a measurable return on investment to our customers. For more information on Semantra's solutions visit www.semantra.com, or contact Semantra at info@semantra.com, 888.271.5697 or 972.280.9711, 15770 Dallas Parkway, Suite 1100, Dallas, Texas 75248.

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