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FOR IMMEDIATE RELEASE

Red Cedar Technology Expands Business Development Team

Angelo Flemings joins Red Cedar Technology as Director of Business Development

East Lansing, MI (June 30, 2010) – Angelo Flemings has joined the Red Cedar Technology team as Director of Business Development. Mr. Flemings has over 25 years of experience in high-tech software, concept design, product design, engineering, manufacturing, testing and computer hardware. He has applied his knowledge in a variety of industries, including academic, aerospace, automotive, biomechanics, boating, general machinery, manufacturing, and railways. Prior to joining Red Cedar Technology, Mr. Flemings held senior executive, sales, and marketing positions at companies such as MSC Software, Mechanical Dynamics, Megatek, Hewlett-Packard, General Motors and Perkin-Elmer.



Mr. Flemings began his career as one of the first users of commercial CAD/CAM technology. His desire to participate more actively in business development motivated him to transition to direct sales and executive sales management, where he has consistently been a top performer at each organization. Mr. Flemings' current career highlights include assisting Computervision and Mechanical Dynamics to go public, expanding territories and opening new offices, developing executive-level business opportunities, and acquiring HG Engineering's Design Analysis Group, which was profitable immediately after its purchase.

Mr. Flemings has held positions on various boards, such as the Michigan Small Aircraft Transportation Systems board, the Highland Park Leadership Steering Committee (working directly with the Governor of the State of Michigan), the Highland Park Business Association and others. He is regularly involved in community-based activities.

"Angelo shares our dedication to providing the best technology, products, support and service to the engineering community. His high energy and desire to create win-win scenarios will help us build even stronger relationships with our customers and partners," said Ron Averill, CEO of Red Cedar Technology.

About Red Cedar Technology

Red Cedar Technology improves and accelerates design processes for companies facing complex engineering challenges. Our design optimization software and consulting services provide engineers with the expertise and technology to reduce product development time and to achieve significant productivity gains during the design process. Product development teams worldwide use our expertise to design safer cars, engineer life-saving biomedical instruments and devices, and develop innovative structures for air travel and space exploration, among many other groundbreaking applications. For more information, visit www.redcedartech.com.