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FOR IMMEDIATE RELEASE

Red Cedar Technology Elects New Board Chairman

Robert Ryan Joins Red Cedar Technology's Leadership Team

East Lansing, MI (June 30, 2010) – Robert Ryan was recently elected chairman of the board of Red Cedar Technology. He has over 25 years of experience in the high tech software industry and also currently serves as Chairman and CEO of AboutGolf, Limited. Mr. Ryan previously served as President of Mechanical Dynamics, Inc. (MDI). He led MDI from start-up to over $50M in annual revenues, took the company public, completed seven international acquisitions, and positioned MDI as the leader in its market sector. In 2002, Mr. Ryan oversaw the sale of the company to MSC.Software and served as Executive Vice President of the newly combined firm.

Mr. Ryan received his Bachelor's degree in engineering and business from the University of Cincinnati, and holds M.S. and Ph.D. degrees in engineering from Stanford University. He spent two years on the Mechanical Engineering faculty at The University of Michigan, where he received the Exxon Outstanding Educator Award and carried out research sponsored by the National Science Foundation. Mr. Ryan has authored over 20 journal articles and book chapters about computer simulation and the global IT market, and he is frequently invited to speak at international conferences.

Mr. Ryan has served on advisory boards with the National Institutes of Health, the SimBios National Center for Biomedical Computing, University of Cincinnati, Michigan State University, Silicon Graphics, and GDI Infotech. He volunteers with Junior Achievement, Focus Hope, Love Inc., Special Olympics, and The Salvation Army.

When asked to comment on his election to the Red Cedar Technology board, Mr. Ryan said, *"Global market leaders are increasingly focusing on product optimization to propel their growth, and Red Cedar Technology has established itself as the preeminent provider of this technology. I'm excited to join this outstanding organization and help it realize its potential."*

Red Cedar Technology's CEO, Ron Averill, had the following comment about Mr. Ryan's election: *"Due to his tremendous experience and success, Bob is one of the most highly respected leaders in the CAE industry. We are honored to have him serve as our new chairman and to help direct the growth of our organization."*

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.

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