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FOR IMMEDIATE RELEASE

Bringing Effective Optimization to Designers and Design Engineers

East Lansing, MI and Canton, MI (December 6, 2012) – Design Simulation Technologies, Inc. (DST) announced today that they have chosen to embed the revolutionary SHERPA optimization engine, from Red Cedar Technology, into their SimWise 4D simulation software.

SimWise 4D integrates motion simulation and structural simulation allowing design engineers to make quick, informed decisions about product packaging, performance and design trade-offs.



“Designers need software tools that work quickly, effectively, and without requiring detailed theoretical knowledge. Our new optimization capability delivers on this need,” stated Alan Wegienka, CEO of DST. *“We searched the market for design optimization software that fit our strategy, and it was clear that the SHERPA engine from Red Cedar Technology was simply the best available.”*

DST plans to make the new design optimization capability available in every copy of SimWise 4D, beginning with version 9.0 scheduled for release in Q1 2013. This capability will allow designers and engineers to quickly identify design variables, select quantities to minimize or maximize, and easily find optimal designs.

About Red Cedar Technology

Red Cedar Technology improves and accelerates design processes for companies facing complex product design challenges. Our design optimization software and services provide engineers with the expertise and technology to reduce product development time and achieve significant productivity gains during the design process. Product development teams worldwide use our expertise to design safer cars, engineer life-saving biomedical devices, and develop innovative structures for air travel and space exploration, among many other groundbreaking applications. For more information, visit <http://www.redcedartech.com>, email info@redcedartech.com, or call (517) 664-1137.

About Design Simulation Technologies, Inc. (DST)

DST develops physics-based simulation software. The company's products are used by engineering professionals to build and test virtual models of their mechanical designs, and by educators and students in the classroom to teach and learn about physics and engineering kinematics, dynamics, and machine design.

With DST's SimWise 4D, Working Model 2D, and Dynamic Designer products, users evaluate their designs' performance, conducting complete, accurate simulations. They can quickly perform many "what-if" analyses, find and correct design problems, and refine and validate their designs without the need for physical prototypes.

Students in high school and college use Interactive Physics, DST's award-winning educational software, to explore and understand the physical world through simulation.

DST develops, markets, and supports these software tools for commercial and academic users worldwide. Selected DST products are available from leading CAD suppliers and CAE resellers. For more information, please visit <http://www.design-simulation.com>, email info@design-simulation.com, or call (800) 766-6615.