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FOR IMMEDIATE RELEASE

Embry-Riddle Aeronautical University Banks on HEEDS to Help Win EcoCar2 Competition

East Lansing, MI (September 5, 2012) - What do you get when you combine HEEDS + NX + ANSYS + Star-CCM+? For Embry-Riddle Aeronautical University (ERAU), an academic leader, this combination provides a good chance for them to win the latest Chevy Malibu Eco Future Contest.

ERAU is one of 15 teams representing prestigious universities that are participating in the EcoCar2 Competition, which is organized and sponsored by the U.S. Department of Energy and General Motors. This three-year contest challenges the teams to:

- Reduce fuel consumption,
- Reduce well-to-wheel greenhouse gas emissions,
- Reduce criteria tailpipe emissions, and
- Maintain consumer acceptability for performance, utility and safety

as applied to the Chevy Malibu.

HEEDS (Red Cedar Technology's flagship product) provides the process automation capabilities to integrate various CAD and CAE tools and perform robust, design optimization. This enables commercial and academic design teams to produce innovative solutions which meet and exceed performance objectives. To learn more about HEEDS call 517.664.1137 or visit www.redcedartech.com.

To learn more about the Chevy Malibu Eco Future Contest and to keep track of ERAU's progress you may wish to read this link <http://www.deskeng.com/articles/aabgkn.htm> and contact Domenic Barsotti, *et al* at ERAU in Daytona Beach, Florida.

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>.