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FOR IMMEDIATE RELEASE

Engineering Technology Associates and Red Cedar Technology Form Strategic Partnership to Offer Complete Die System Simulation and Optimization Solution

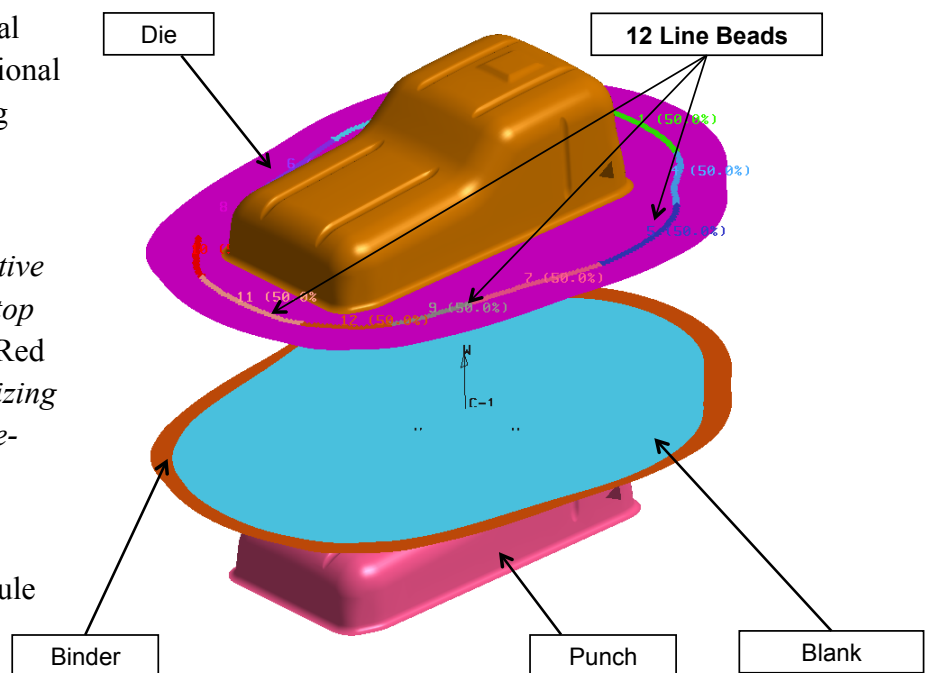
Troy, MI and East Lansing, MI (October 16, 2012) – Engineering Technology Associates, Inc. (ETA) announced today that they have formed a strategic partnership with Red Cedar Technology to offer the most complete and powerful solution on the market for die system simulation and optimization. Under the new arrangement, ETA will embed Red Cedar Technology’s proprietary optimization technology, SHERPA, into a module of its DYNAFORM™ product. The new module will be called OP, for Optimization Platform, and will initially be focused on supporting draw-bead optimization to determine proper binder force, lubrication, gage, and material. The module will also support 2D optimization of blank shape and size. Eventually, the two companies expect to offer full auto die face optimization.

The new OP module features an internal incremental solver that delivers exceptional speed using symmetric multiprocessing (SMP) on dual core and quad core PCs running Windows 7.

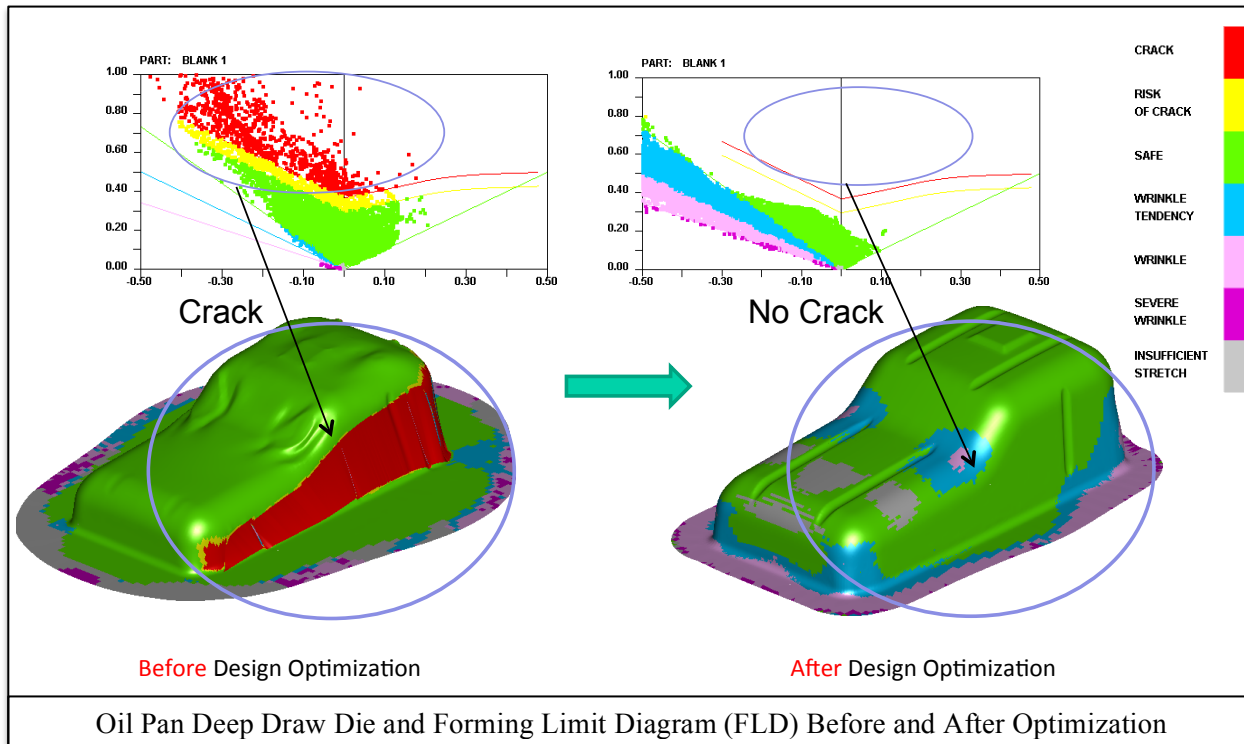
“This partnership brings fast and effective optimization of die systems to the desktop environment, says Bob Ryan, CEO of Red Cedar Technology. “Until now, optimizing these systems was too difficult and time-consuming to be practical for most applications.”

ETA plans to introduce this latest module of DYNAFORM™ at the end of Q4, 2012 as part of DYNAFORM™

release 5.9. The OP module will use the same common interface as the other four modules of DYNAFORM™ that include Blank Size Engineering (BSE), Die Face Engineering (DFE), Formability Simulation (FS), and Die System Analysis (DSA).



“ETA evaluated the SHERPA optimization engine while developing our proprietary Accelerated Concept to Product (ACP) Process™ during the Future Steel Vehicle program,” stated Arthur Tang, Vice President of ETA. *“Based on that work, it was clear that SHERPA was the best solution for DYNAFORM optimization. We’re pleased to offer such powerful optimization capabilities in a convenient and affordable die simulation package.*



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 Engineering Technology Associates, Inc.

Engineering Technology Associates, Inc. (ETA) was established in 1983 by advanced product development engineers working as structural analysts for the world’s largest automotive manufacturers. ETA’s expertise in the areas of vehicle durability, NVH, metal forming, crashworthiness, occupant safety and product design have provided an intimate knowledge of the challenges and needs of the product development engineer. Proactive in the creation and implementation of new analysis methods and software, ETA is the developer of the Inventium Suite™, an enterprise product development solution that includes DYNAFORM™. For further information about ETA and its products, please visit <http://www.eta.com>, email etainfo@eta.com or call (248) 729-3010.