



Media Contact:
JoAnne L. Catlin
(517) 664-1137 x26
j.catlin@redcedartech.com

FOR IMMEDIATE RELEASE

EinNel Technologies Will Distribute Red Cedar Technology Software in India

East Lansing, MI (April 16, 2012) – Red Cedar Technology announced today that EinNel Technologies has agreed to distribute the HEEDS family of design optimization software throughout India.

Albert George of EinNel Technologies said, “Having surveyed the Indian market from the perspective of technology in use, we find that HEEDS, offered by Red Cedar Technology, performs better and faster in the design optimization process. We are excited to represent this industry-leading solution.”

About the new partnership, Angelo Flemings, Vice President of Global Business Development and Operations at Red Cedar Technology, said, “We continue to execute our strategy to provide outstanding sales and support services throughout the world for HEEDS, the most powerful optimization software products commercially available. We are confident that EinNel will operate as a direct extension of our team, thereby expanding our leadership position as the preferred optimization software and support provider throughout India.”

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>.

About EinNel Technologies

EinNel provides high impact technology solutions by offering CAE software and high performance computing solutions. It is founded on a culture of multidisciplinary talent with effective decision making and excellence in execution. The company’s business model combines consulting skills and effective methods development with innovative automation strategies, to bridge the gap between CAE and real world problems in an ever changing environment. EinNel brings vast experience in the field of Computer Aided Engineering (CAE) and takes up present challenges in CAE as opportunities to make innovative breakthroughs. For more information, visit <http://www.einnel.com>