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FOR IMMEDIATE RELEASE

Red Cedar Technology and FE-DESIGN Form Strategic Partnership to Expand Parametric and Non-parametric Engineering Design Optimization

East Lansing, MI (September 20, 2012) - Red Cedar Technology announced today that it has reached an agreement with FE-DESIGN to become a distributor of TOSCA non-parametric optimization products and services in North America.

Red Cedar's HEEDS product is the technology leader in parametric optimization while FE-DESIGN's TOSCA product is the technology leader in non-parametric shape and topology optimization. These two types of optimization technology are often used in concert to deliver breakthrough engineering design improvements.

"Our customers are focused on driving innovation with the best optimization software tools on the market today, stated Bob Ryan, CEO of Red Cedar Technology. "By presenting a combined parametric and non-parametric solution with HEEDS and TOSCA, respectively, we can address all of the optimization needs of our North American customers."

"We're delighted to join forces with Red Cedar Technology to expand the successful deployment of design optimization in North America," said Manfred Fritsch, President of FE-DESIGN Optimization, Inc. "Red Cedar has a staff of experienced professionals with strong domain knowledge in the aerospace, automotive, military, and energy markets. By combining great products with superior service, we are confident of future success!"

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 FE-DESIGN

FE-DESIGN is a leading solution partner for engineering services and software solutions in the fields of simulation, automation and optimization. With forward-looking technologies, FE-DESIGN supports its customers from numerous industrial sectors to gain determining competitive advantages. FE-DESIGN develops and distributes the structural optimization software TOSCA Structure with modules for topology, shape and bead optimization and TOSCA Fluid- a modular software system for a non-parametric topology optimization of channel flows. FE-DESIGN, headquartered in Karlsruhe, has further locations in Europe and in North America. Authorized distribution partners in Asia, South America and in the USA represent the product range worldwide. For more information, visit <http://www.fe-design.com>.

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