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**FOR IMMEDIATE RELEASE**

## **Red Cedar Technology signs NEi Software as a Value Added Reseller**

**East Lansing, MI** (October 29, 2012) - Red Cedar Technology announced today that it has chosen NEi Software to be a value-added reseller of its HEEDS Multi-Disciplinary Optimization software and services throughout North America.

NEi Software (formerly Noran Engineering) is a leader in CAE innovation and provides structural analysis software and services to a variety of industries, with a special emphasis on the aerospace, defense, and energy sectors. NEi's main product is NEi Nastran, a general-purpose finite element analysis tool with an integrated graphical user interface and model editor. NEi has offices throughout North America as well as an office in the UK and in Japan.

"We've had a great relationship with the professionals at NEi Software for a long time and we're pleased to welcome them as a valued member of our sales distribution network," said Bob Ryan, CEO of Red Cedar Technology. "NEi has an established presence in a number of markets that are strategic to Red Cedar Technology and this new agreement allows us to bring innovative design optimization solutions to a much wider audience than before."

HEEDS parametric design optimization software, from Red Cedar Technology, works seamlessly with NEi Nastran and extends its capability for process automation, design exploration, and optimization. "Our clients are searching for simple and effective ways to optimize structural performance based on virtual prototype simulations," stated Scott Hanratty, Director of International Sales and Operations for NEi Software. "We surveyed the market and found Red Cedar Technology provides the very best parametric optimization capabilities available today. The new agreement is a win-win for all."

The new agreement is effective immediately.

### **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 NEi Software**

NEi Software is a world leader in CAE innovation supplying Nastran Finite Element Analysis (FEA), engineering simulation, and virtual testing software solutions for 20 Years. Engineers gain insight with digital prototypes, images, contour plots, graphs, and animations of linear and nonlinear structural stress, composites, deformation, dynamics, vibration, kinematics, impact, heat transfer and fluid dynamic (CFD) simulations. Aerospace, automotive, maritime, petroleum, medical, and consumer products industry case studies along with white papers, online training, and demonstration videos can be found at <http://www.nenastran.com/>. Femap is a registered trademark of Siemens Product Lifecycle Management Software Inc. or its subsidiaries in the United States and in other countries.

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