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**FOR IMMEDIATE RELEASE**

## **Pratt & Miller Engineering Enters Sales Agent Agreement with Red Cedar Technology**

*Industry-leading engineering firm will resell HEEDS MDO software*

**East Lansing, MI** (January 17, 2012) – Pratt & Miller Engineering, a respected leader in the automotive, commercial, military, and aerospace industries is actively promoting Red Cedar Technology’s HEEDS® MDO optimization and process automation software. HEEDS MDO is a powerful software package that automates the design optimization process. With revolutionary search strategies available only in HEEDS, companies can uncover new design concepts that improve products and significantly reduce development costs.

Pratt & Miller’s Mark Palmieri made the following statement about the arrangement, “We believe in HEEDS and have seen tremendous benefit as we’ve applied it on several internal programs with great success. HEEDS integrates well with our internal tools, as well as with the MSC products we represent and use. Because of our confidence in this technology, we have committed to reselling it and working closely with Red Cedar Technology to share it both with our customers and prospects.”

Angelo Flemings, Vice President of Global Business Development for Red Cedar Technology, was equally enthusiastic about the new partnership: “Pratt and Miller’s commitment to reselling HEEDS is confirmation that we are providing solutions that help industry leaders meet and exceed their daily product development requirements. We are pleased to work with Pratt and Miller, and we are planning regularly scheduled collaborative activities throughout the year, which will include seminars and awareness days. We are also pleased to have Pratt and Miller as a Gold Sponsor for Optimize This! 2012, our International HEEDS Users Conference.”

### **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 [www.redcedartech.com](http://www.redcedartech.com).

### **About Pratt & Miller Engineering**

Providing clients with leading-edge engineering and low-volume manufacturing solutions, Pratt & Miller is a world-class engineering company and a respected industry leader in automotive, commercial, military, and aerospace industries. Our range of design, engineering, manufacturing, and vehicle program management capabilities are among the most sophisticated in the world. Pratt & Miller is the single source for all your engineering needs. For more information, visit <http://prattmiller.com/>