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FOR IMMEDIATE RELEASE

Red Cedar Technology and SimuTech Group Form Strategic Partnership to Expand Engineering Design Optimization

East Lansing, MI (August 8, 2012) - Red Cedar Technology announced today that it has chosen SimuTech Group to be its distributor of HEEDS Multi-Disciplinary Optimization software and value-added services throughout Canada.

SimuTech Group is a premier engineering simulation services company and the largest reseller of ANSYS simulation software in North America. SimuTech Group Canada, formerly known as ROI Engineering, has been providing Computer-Aided Engineering solutions for 30 years and operates out of offices in Toronto, Montreal, and Calgary.

“We’re delighted to join forces with SimuTech Group to expand the successful deployment of parametric design optimization in Canada,” said Bob Ryan, CEO of Red Cedar Technology. “SimuTech has a large staff of experienced professionals with strong domain knowledge in the aerospace, automotive, military, and energy markets. It’s a perfect fit!”

HEEDS parametric design optimization software, from Red Cedar Technology, works seamlessly with SimuTech’s current simulation suite, including ANSYS (FEA and CFD), MOLDFLOW, FE-SAFE (Fatigue), and TOSCA. “Our clients are increasingly looking for better means to optimize their virtual prototype simulation models. We surveyed the market and found Red Cedar Technology provides the very best parametric optimization capabilities available today and we are excited about being able to offer a value added product offering that is guaranteed to provide an ROI,” said Terry Walker, President of SimuTech Group Canada.

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 SimuTech Group

SimuTech Group Canada is headquartered in Toronto, Ontario, and provides high quality engineering solutions to a diverse customer base with a focus on significant return-on-investment. Our firm distributes a wide range of Computer-Aided Engineering simulation software focused on structural, fluid, durability, and mold flow analysis and optimization. For more information, visit

<http://www.simutechcanada.com>

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