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FOR IMMEDIATE RELEASE

Zouch Dynamics Will Distribute Red Cedar Technology Software in the UK

Zouch Dynamics will work with CAE Value AB to sell HEEDS in Europe

East Lansing, MI (March 14, 2012) – Red Cedar Technology announced today that Zouch Dynamics Ltd. (ZDL) has agreed to distribute HEEDS[®] software in the United Kingdom. ZDL will be working closely with CAE Value AB, an established distributor of HEEDS software based in Sweden.

About this announcement, David Ewbank of ZDL stated, “We are very excited about the partnership with Red Cedar Technology and CAE Value to promote and sell HEEDS MDO in the UK. HEEDS MDO is a powerful software tool that enables engineers to automate their design optimization processes. HEEDS features revolutionary new search strategies and offers a way of working that makes serious design optimization available to design and CAE engineers without requiring them to be optimization specialists. On more than one occasion, we have had conversations with customers about other optimization tools that have resulted in feedback like ‘yes we do have an optimization tool, but we don’t use it because it is too difficult.’ HEEDS is a tool that engineers can actually use to help solve real-world design problems. HEEDS is also an excellent fit with the other CAE tools that we sell from MSC Software and VI-grade, and we are confident that our customers will see significant productivity gains, improved product designs and reduced development times and costs by including HEEDS in their simulation toolbox.”

Johnny Engström, Chief Executive Officer of CAE Value AB (<http://www.caewalue.com/>), was equally enthusiastic about the partnership: “CAE Value is very pleased to welcome ZDL to Red Cedar Technology’s European distribution network, and we as a company look forward to providing unique product optimization solutions to the UK market. Leveraging the combined world-class expertise of ZDL, CAE Value and Red Cedar Technology will no doubt deliver game-changing product optimization to clients currently challenged with complex engineering tasks in compressed time-to-market.”

About Red Cedar Technology

Red Cedar Technology helps companies design better products, faster. Our optimization software and services assist our clients in producing innovative solutions, reducing product development time and risks, and meeting or exceeding customer expectations. Product 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 other groundbreaking applications. For more information, visit www.redcedartech.com.

About Zouch Dynamics

Zouch Dynamics Ltd. provides specialist multi-body dynamics simulation-related software and services. Based on a background of using MSC.ADAMS both in industry and with MDI/MS Software, they are able to offer a high level of experience in this area of simulation. They quickly became the UK reseller for VI-grade GmbH, offering the full product range, as well as training, support and services. Visit <http://www.zouchdynamics.co.uk/> for more information.

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