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FOR IMMEDIATE RELEASE

Denton ATD Selects HEEDS Professional Software to Optimize Virtual Crash Test Dummy Models and Associated Materials

Optimization improves accuracy of dummy models and efficiency of development process

East Lansing, MI (October 1, 2009) – Red Cedar Technology, a leading provider of engineering optimization software and services, today announced that Denton ATD has selected the company’s HEEDS® Professional software to optimize virtual finite element models of crash test dummies (anthropomorphic test devices). Denton ATD, a global leader in the development and manufacture of advanced crash dummies and safety measurement devices, produces physical and virtual dummies that are used to more efficiently design safer vehicles to meet the highest safety standards.

One of the biggest challenges in design for automotive safety is the variability in dummy behavior and testing conditions. Denton ATD is leading the effort to quantify and harness this variability to ensure not only greater test consistency but also safer vehicle designs. Advanced design optimization technology has played a significant role in the development and design of Denton’s newest family of dummy models. John Cooper, Vice President of Virtual Products at Denton, commented that “The use of HEEDS and its capability to effectively optimize over numerous variables in complex conditions has significantly increased dummy model accuracy as well as the efficiency of our development process. Achieving our goals without such use of the HEEDS technology would prove to be almost impossible.”

Ron Averill, President and CEO of Red Cedar Technology, added that “Denton ATD is a very forward-thinking company with excellent technology, aggressive goals and a strong sense of how to accomplish them. The design and optimization of virtual crash dummies is among the most challenging of today’s CAE applications, and we are pleased that Denton ATD has recognized HEEDS software as the right tool for solving these problems.”

About Denton ATD

Founded in 1974, Denton ATD, Inc. is an engineering company driven to provide their customers with quality occupant safety products such as multi-axis load cells, crash test dummies, and dummy models based on extensive material research, testing, and innovative design. More information about Denton ATD can be found at www.dentonatd.com.

About Red Cedar Technology

Red Cedar Technology improves and accelerates design processes for companies facing complex engineering challenges. Our design optimization software and consulting services provide engineers with the expertise and technology to reduce product development time and to achieve significant productivity gains during the design process. Product development teams worldwide use our expertise to design safer cars, engineer life-saving biomedical instruments and devices, and develop innovative structures for air travel and space exploration, among many other groundbreaking applications. For more information, visit www.redcedartech.com.