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FOR IMMEDIATE RELEASE

Red Cedar Technology Enters Into Strategic Partnership with Applied Technology Integration

East Lansing, MI (June 1, 2011) – Red Cedar Technology (RCT) has entered into a strategic partnership with Applied Technology Integration (ATI) to expand RCT’s in-demand process automation services centered around HEEDS optimization software.

“ATI, under the guidance of Craig Winn, a known leader in product design, understands the direction in which industry is being driven. We believe this partnership will assist Red Cedar Technology in meeting its growing product development automation services,” said Angelo Flemings, Director of Business Development for RCT.

According to Winn, President and CEO of ATI, the partnership has some important benefits for his company, as well: “Applied Technology Integration is excited to be partnered with Red Cedar Technology. We have been using HEEDS for the past three years to help us find optimal solutions to the problems brought to us by our engineering consulting clients. This new partnership will enable Applied Technology Integration to more effectively bring the benefits of optimization to our diverse client base and will enable us to offer engineering consulting support more broadly across the rapidly growing HEEDS user base.”

HEEDS optimization software tools help innovative companies meet or exceed customer expectations and government regulations by resolving complex design problems and interactions. The benefits to HEEDS users include reduced cost, weight, size, and time to market, as well as improved performance and innovations that are often not initially conceived by the human mind.

About Red Cedar Technology

Red Cedar Technology improves and accelerates design processes for companies facing complex engineering 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.

About Applied Technology Integration

Applied Technology Integration (ATI) is a full-service product development firm offering product design, prototyping, engineering, testing, and manufacturing services. ATI specializes in helping customers integrate their innovations and technological developments into cost-effective, manufacturable product designs. ATI’s goal is to help clients build innovative products, and to foster an environment in which world-class engineers can thrive. For more information, visit <http://atiintegration.com>.