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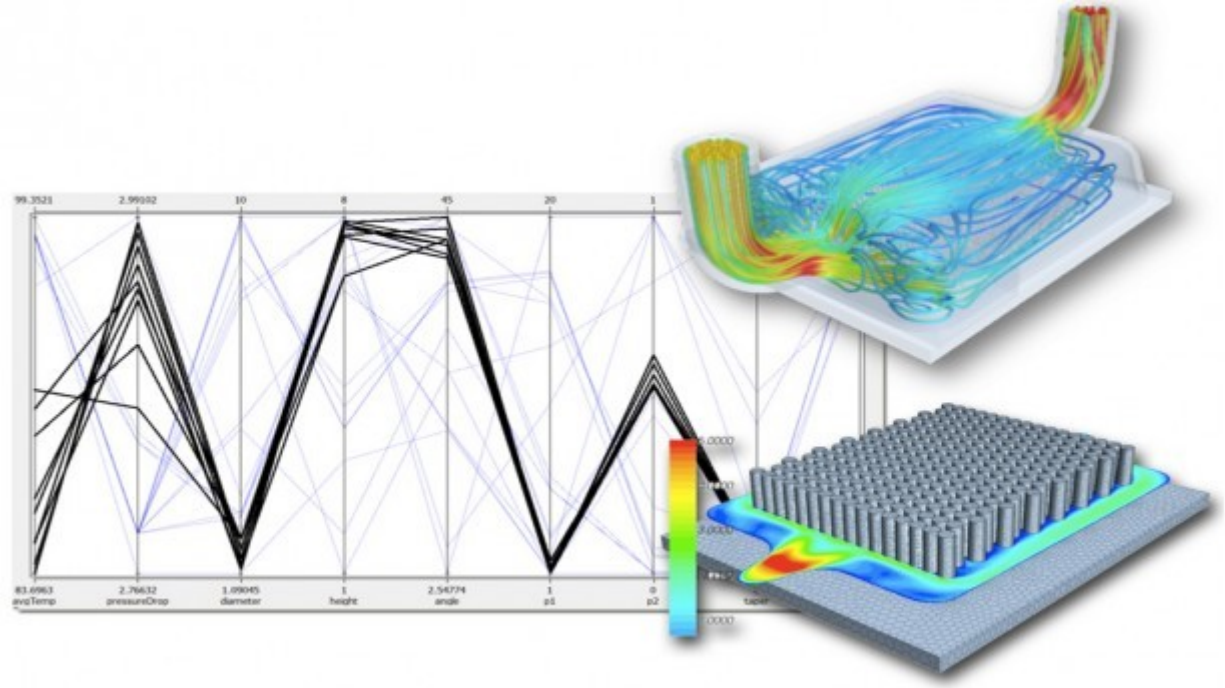

**CD-adapco Acquires Red Cedar Technology Incorporated**

New York, July 9, 2013 -- CD-adapco's Executive Vice-President Bill Clark today announced the acquisition of Red Cedar Technology Incorporated. CD-adapco is the largest privately held CFD focused provider of Computer Aided Engineering software and services. Red Cedar is the developer of HEEDS® Multidisciplinary Design Optimization software. The acquisition will add HEEDS® MDO to CD-adapco's impressive suite of Computer Aided Engineering simulation tools, that includes STAR-CCM+, STAR-CD, Battery Design Studio and SPEED. The move further cements CD-adapco?s commitment to providing simulation tools that allow engineers to simulate entire engineering systems.

Red Cedar Technology will continue to operate as a wholly owned subsidiary of CD-adapco, with Bob Ryan continuing as President, and CD-adapco's Executive VP Bill Clark assuming the role of CEO. Under CD-adapco's ownership, Red Cedar will continue to develop HEEDS® as a general--purpose process automation and design optimization tool that can be coupled with any CAD or CAE software.

"I doubt that anyone who has been watching us closely will be surprised by this acquisition," said CD-adapco Executive Vice President Bill Clark. "For the last five years we have been redefining the paradigm for CAE licensing, with the stated intention of allowing our customers to perform multi-disciplinary design exploration studies that capture all the real world physics that are likely to influence a potential product during its operational life. Up until now, the key-missing component in this strategy has been a best-in-class process automation and

optimization tool. CD-adapco's acquisition of Red Cedar Technology will empower our customers to leverage their simulation models by optimizing potential designs across the entire design space."

"This acquisition is the natural progression of the strategic partnership that we formed more than a year ago to help CD-adapco customers integrate their CFD software with other CAD and CAE software and perform multidisciplinary design optimization,? said Red Cedar President Bob Ryan.  "From our first interactions, we realized Red Cedar Technology and CD-adapco shared the same vision and could achieve more together than separately.?

**About HEEDS MDO**
HEEDS® MDO automates and accelerates the engineering design optimization process. Whether you need to improve the design of a simple component or engineer complex multidisciplinary systems, HEEDS MDO is flexible enough to find the values of design parameters that best satisfy your design criteria.

Containing powerful tools for automation, design exploration and optimization, HEEDS MDO can be easily integrated into your current workflow with the design and analysis tools you prefer to use. Then, it automatically explores the design space to quickly identify solutions that meet your goals, such as reducing product cost while improving performance.

**About Red Cedar**
Red Cedar Technology (http://www.redcedartech.com/ [1]) helps companies discover better designs, 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.

Red Cedar Technology is based in East Lansing, Michigan, with distributors throughout the world. We offer optimization services and software to our customers and clients based on our core values unbridled innovation, uncompromising integrity, and quality in everything we do.

**About CD-adapco**
CD-adapco (http://www.cd-adapco.com [2]) is the world's largest privately held CFD focused CAE provider. Our core products are the technology-leading simulation packages, STAR-CCM+ and STAR-CD. The scope of our activities, however, extends well beyond CFD software development to encompass a wide range of CAE engineering services in fluid dynamics, heat transfer and structural engineering. Our ongoing mission is to "inspire innovation and reduce costs through the application of engineering simulation software and services."

A privately owned company, CD-adapco has maintained 17% organic year-on-year growth over the last 5 years. CD-adapco employs 750 talented individuals, working at 30 different offices across the globe.

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CD-adapco is the world's largest independent CFD focused provider of engineering simulation software, support and services. We have over 30 years of experience in delivering industrial strength engineering simulation.

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