



# DENTON ATD, INC.

2967 Waterview Drive • Rochester Hills, MI 48309

Tel 248-852-5100 • Fax 248-852-6060 • email: [info@radenton.com](mailto:info@radenton.com) • [www.dentonatd.com](http://www.dentonatd.com)

## CONTACT

Mr. John Cooper  
Vice President of Virtual Products  
Denton ATD, Inc.  
1965 Larchwood Drive  
Troy, MI 48083  
Tel: +1 248 852 5100  
[johnc@radenton.com](mailto:johnc@radenton.com)

## FOR IMMEDIATE RELEASE

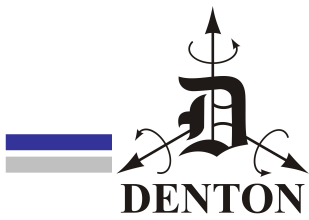
### **DENTON ATD, INC. AND ENGINEERING TECHNOLOGY ASSOCIATES, INC. ANNOUNCE DISTRIBUTION AGREEMENT**

ROCHESTER HILLS, Michigan (July 15, 2009) — A distribution agreement between Denton ATD and Engineering Technology Associates, Inc. (ETA), allowing ETA to sell Denton Virtual Dummy products and support them through its VPG finite element modeling product, was signed July 10<sup>th</sup>. The agreement linking Denton ATD, a global leader in the development and manufacture of advanced crash dummies and safety measurement devices, and ETA, a leader in the field of virtual product development and engineering software, is effective immediately.

The agreement will provide ETA and its distribution network the ability to distribute the Denton virtual dummy family as they are released over the next few months. This agreement builds on the technical cooperation agreement that was signed between the two companies in January of 2009.

With this agreement, Denton is recognizing the customer's need for a comprehensive sales and support network related to virtual Denton products and associated products. "We are delighted to be working with ETA who has given great support to Denton since its inception into this business segment. Having ETA act as a distributor dramatically increases Denton's ability to meet the customer distribution and support demands which is a major priority associated with all Denton product," comments Dave Stein, Denton ATD President and CEO.

This agreement promises to greatly enhance ETA's future product offerings for crash simulation and occupant safety modeling. ETA President, Abe Keisoglou commented, "This agreement will not only bring our customers new opportunities to use state-of-the-art dummy models in their simulations, but will also deliver enhanced support, training and an opportunity to access Denton's vast hardware and application knowledge."



# DENTON ATD, INC.

2967 Waterview Drive • Rochester Hills, MI 48309

Tel 248-852-5100 • Fax 248-852-6060 • email: [info@radenton.com](mailto:info@radenton.com) • [www.dentonatd.com](http://www.dentonatd.com)

## **About ETA**

*Engineering Technology Associates, Inc. has impacted the design and development of numerous products including automobiles, trains, aircraft, household appliances and consumer electronics. By developing software products that enable engineers to simulate the behavior of these products during manufacture or during their use, ETA has been involved in making these products safer, more durable, lighter weight, and less expensive to develop. More information about ETA can be found at [www.eta.com](http://www.eta.com). ETA is a subsidiary of Cranes Software international Limited (CSIL) within the Cranes Engineering group. For more information, please go to [www.eta.com](http://www.eta.com) or call (248) 729-3010.*

## **About Denton ATD**

*Founded in 1974, Denton ATD, Inc. is an engineering company driven to provide its customers with quality occupant safety products including 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](http://www.dentonatd.com).*

####