



# DENTON ATD, INC.

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## FOR IMMEDIATE RELEASE

### DENTON ATD, INC. AND ENGINEERING TECHNOLOGY ASSOCIATES, INC. FORM NEW WORKING RELATIONSHIP FOR VIRTUAL PRODUCTS

ROCHESTER HILLS, Michigan (January 5, 2009) - Engineering Technology Associates, Inc, a leader in the field of virtual product development, and Denton ATD, Inc., a global leader in the development and manufacture of advanced crash dummies and safety measurement devices, are pleased to announce the creation of a working relationship between the two companies. This relationship provides each company with access to resources to enhance both ETA's VPG product lines and Denton's ATD and virtual product offerings, and will be put in motion immediately.

"The opportunity to work closely with a recognized leader in the area of crash test devices is extremely valuable to our organization. Denton's vision of the future of occupant safety will provide opportunities for ETA to continue to deliver the highest level of technology to our software and engineering services customers," stated Abe Keisoglou, ETA President.

"We are very excited about the prospect of working with ETA," commented Dave Stein, President & CEO of Denton. "Their focus on superior customer service and strong technological solutions fits perfectly with Denton's vision of the future for Virtual and Physical product. We expect our combined effort will provide innovative solutions to the safety testing customers."

*Engineering Technology Associates, Inc. has impacted the design and development of numerous products - autos, trains, aircraft, household appliances and consumer electronics. By enabling 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).*

*Founded in 1974, Denton ATD, Inc. is an engineering company driven to provide our 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](http://www.dentonatd.com)*

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