



DENTON ATD, INC.

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For Immediate Release

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Contact:

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Denton ATD, Inc. Welcomes John Cooper as the Vice President of Virtual Products.

John Cooper joins Denton ATD as the Vice President of Virtual Products. John joins Denton from a very successful 5 year career based in Europe as the CEO of TASS. At TASS John was responsible for design, development, sales and strategic direction of the Madymo suite of software including engineering services.

John will be responsible for the development of Denton's entry into virtual products. Denton sees the development of virtual products that represent their physical product base as being crucial in its on going development to supply a complete service to its customers.

Denton welcomes John to its senior management team and looks forward to building on its continued success.

Denton ATD, Inc. is a global leader in the design and manufacture of Anthropomorphic Test Devices (ATDs), commonly known as crash test dummies, and advanced instrumentation used in crash safety testing.