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**EMA Bridges Mechanical and Electrical Design
for a Complete Product Development System**

Rochester, NY (November 7, 2007) – EMA Design Automation™ (www.ema-eda.com), one of the world's largest Electronic Design Automation Value Added Resellers, today announced that it has added the complete PTC® Product Development System to its product offerings. "This allows us to take a holistic view of product design, development, and manufacturing," said Manny Marcano, president and CEO of EMA. "Our customers can now have a system that manages all of the data that goes into a product's design and development lifecycle, streamlining processes and improving quality."

Most existing EMA customers design complex products consisting of both electrical and mechanical data, as well as other information that is necessary to produce a customer ready product. Additionally, many companies today use globally distributed design teams. A U.S. company might be creating a new product, but the electrical components could be designed in both Asia and the U.S., the mechanical design could be done in Europe, and the product could be manufactured in China. In situations like this, it is imperative that the company employs a product development system and methodology that not only allows, but encourages, global design and global collaboration.

EMA can now help customers address these challenges with a comprehensive product development system that brings together the best tools from PTC, including Pro/ENGINEER® design software and Windchill® content and process

management software, along with the full range of Cadence® Design Systems electrical design tools, such as the Allegro® suite of PCB design tools. This coupled with EMA's methodology solution allows companies to implement a product design system, complete with product lifecycle management (PLM) and work in process (WIP) capabilities.

“The PTC Product Development System provides an integral PLM solution that helps companies to optimize their product development processes,” said Matthew McGovern, director, vertical market strategy, PTC. “This is particularly important to small and medium size companies faced with increasing product complexity, competition from larger counterparts, and the need to shorten time to market. EMA's selection of the PTC PDS demonstrates its commitment to helping its customers increase product development efficiency, improve collaboration, and reduce costs.”

“The addition of the PTC product development system allows EMA to become the single vendor for ECAD, MCAD, and PLM software for any Electronic OEM in the globalized marketplace,” said Marcano.

About EMA Design Automation, Inc.

EMA Design Automation is a leader in product development solutions offering a complete range of product lifecycle management systems, electrical CAD tools, mechanical CAD tools, consulting services, training, and technical support. EMA is a Cadence Channel Partner serving all of North America and a PTC Partner addressing the product development needs of companies globally. EMA manufactures TimingDesigner®, a static timing analysis solution, and distributes it through a worldwide network of value added resellers. EMA is a privately held corporation headquartered in Rochester, New York. Visit EMA at www.ema-eda.com for more information.

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