



**NEWS ALERT:**

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## **S2 Technologies Announces First International Presence**

### ***S2 Technologies Appoints MDS Technology as Korean Distributor Serving Fast-Growing Asian Embedded Markets***

**SAN DIEGO, CA–March 13, 2007**–S2 Technologies (S2), a leading provider of embedded software verification solutions, today announced an agreement with MDS Technology that establishes a solid international presence in the fast-growing Asian market. This distributor is the preeminent embedded solutions supplier in Korea.

Engaging a distributor with the size and technical excellence of MDS Technology will enable S2 to serve its expanding Far-East business with the highest quality sales and services possible. S2 offers the STRIDE embedded verification platform, which supports Agile process optimizations and best practices while enabling development teams to more effectively validate and integrate code. STRIDE enables embedded software development organizations to pursue a concurrent engineering strategy that emphasizes early testing to uncover and address software integration issues.

“MDS Technology’s successful track record can be attributed to its technical competence and solutions-oriented approach of providing high-quality training, consulting and professional services to clients,” explained Mark Underseth, CEO of S2. “We anticipate that MDS Technology will provide S2 Technologies with the superior level of services and support needed to be successful in this critical part of the world.”

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S2 selected Korea as the location of its initial expansion into the international market largely because Asia is the fastest growth market for embedded software development, especially in telecommunications and wireless applications. Korea's market leadership has shown extremely rapid growth in digital consumer electronics, particularly for wireless handsets due to the presence of several leading wireless handset manufacturers with large operations.

MDS Technology was also a significant factor in S2's decision to launch a sales presence in Korea. The appointment of a respected Korean distributor promises to accelerate S2's synergies with its existing strategic accounts that have customers or development sites in that region.

"We're very excited to represent S2 Technologies," said Hyunchul Kim, CEO of MDS Technology. "As software plays an increasing role in embedded devices, we've recognized a need for more effective integration and testing technology and practices among our customers."

S2's STRIDE employs a unique approach of integrating with and adapting to the embedded software environment, whether it consists of actual on-target hardware, off-target simulation environments or other virtual target platforms. Early verification of software that often comes from multiple sources with differing engineering standards enables engineering organizations to more readily test and assure the reliability of integrated software earlier in the development process.

### ***About S2 Technologies***

S2 Technologies provides products and services to Optimize Integration of embedded software. Optimizing Integration addresses how development teams integrate, test and continuously verify their software throughout the development process. The company's flagship product, STRIDE, an embedded software verification platform, was commercially launched in January 2003 and is already in use by a number of Fortune 500 companies. Founded in July 2000, S2 is privately held and headquartered in Cardiff-by-the-Sea, California. For more information, please visit [www.s2technologies.com](http://www.s2technologies.com).

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### ***About MDS Technology***

MDS Technology, the leader of embedded software companies in Korea, has been focusing on only embedded industry for more than 13 years, serving about 750 customers such as Samsung, LG, Hyundai and others. The company aims to help customers reduce time-to-market with improved quality by providing developers of embedded system with the most effective total solutions including products for debugging, design automation, test automation, measurement instruments and embedded RTOS, etc.

MDS Technology has also operated the largest embedded academy in Korea since 2001, contributing to enhancement of Korean engineers' development competence and distribution of leading-edge technology through giving the most needed training, educations and seminars to embedded system engineers.

For more information about MDS Technology, please visit [www.mdstec.com](http://www.mdstec.com)

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