

## NEWS RELEASE

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# CADD Edge, Inc. to Distribute Objet Connex and Eden Families of 3D Printers

***CADD Edge's product portfolio is strengthened while dramatically increasing Objet Geometries sales reach***

**Westborough, Massachusetts** (January 22, 2010) – CADD Edge, one of the world's leading providers of SolidWorks software and engineering business solutions and Objet Geometries Inc., the innovation leader in 3D printing technology, today announced that the Connex Family and Eden Family of 3D printers will now be sold in New England (ME, VT, NH, MA, RI, CT) and mid-Atlantic (NY, NJ, PA) with Objet certified pre- and post-sales support technicians in MA, NY, and PA by CADD Edge. The new initiative expands on the existing distribution of Objet's Alaris30 Desktop 3D Printing System. Objet will continue to provide direct service and customer field support for both the Connex Family and Eden Family of 3D printers while CADD Edge will deliver primary service for the Alaris30.

Frank Marangell, President of Objet US said, "The tremendous success we've garnered for the Alaris30 by selling this line through organizations like CADD Edge highlights the sales horsepower they bring to the table. It became clear to Objet that teaming with our dealers for distribution of the Connex and Eden Families is a win-win-win for Objet, our dealers and our customers due to better coverage, enhanced economies of scale and scope while delivering the maximum added value to our customers.

Tim Preston, CEO of CADD Edge, one of Objet's authorized distributors stated, "Since becoming an Alaris30 distributor we've seen significant growth in the sale of 3D printers with both new and existing customers; and we expect an even more drastic increase with the addition of the Connex and Eden 3D printers. We pride ourselves on providing solutions that help the customer overcome challenges to not only achieve but exceed their business objectives. Offering the most innovative 3D printers matched with the most comprehensive model material options available in the market today, places both CADD Edge and Objet Geometries as recognized leaders in this space."

Objet's Connex Family represents a breakthrough in 3D printing by, for the first time, offering product developers the ability to print parts and assemblies made of multiple materials with different mechanical and physical properties in a single build process. In addition, the systems allow users to create composite materials that have pre-set combinations of mechanical properties, a breakthrough for the industry. The Connex500™ was unveiled in November 2007; the Connex350™ in June 2009. The proven Eden Family of 3D printers allows customers to utilize the full spectrum of Objet's diverse photopolymer materials. Eden 3D Printing Systems make it possible for designers and manufacturers to create models with a wide range of physical properties – including transparency, color and elasticity – for numerous, diverse applications.

#### **About CADD Edge**

CADD Edge provides a complete line of engineering business solutions to leading manufacturing companies throughout New England and the Mid-Atlantic. Well versed in the engineering process, we offer leading software, staffing and service solutions for CAD, Enterprise Data Management, Product Lifecycle Management, Reverse Engineering and Rapid Prototyping. For more information on CADD Edge, please contact the company at (508) 475.2900 or visit [www.caddedge.com](http://www.caddedge.com)

#### **About Objet Geometries**

Objet Geometries Ltd., ([www.objet.com](http://www.objet.com)), a pioneer in photopolymer jetting, develops, manufactures and globally markets ultra-thin-layer, high-resolution 3-Dimensional printing systems and materials that utilize PolyJet™ and PolyJet Matrix™ polymer jetting technologies to print ultra-thin layers.

The market-proven Eden™ line of 3D Printing Systems and the Alaris30 3D Printer are based on Objet's patented office-friendly PolyJet Technology. The Connex family is based on Objet's PolyJet Matrix™ technology, which jets multiple model materials simultaneously and creates composite Digital Materials™ on the fly. All Objet systems use Objet's FullCure® materials to create accurate, clean, smooth and highly detailed 3-dimensional models.

Objet's solutions enable manufacturers and industrial designers to reduce cost of product development cycles and dramatically shorten time-to-market of new products. Objet systems are in use by world leaders in many industries, such as education, medical / medical devices & dental, consumer electronics, automotive, toys, consumer goods, and footwear industries in North America, Europe, Asia, Australia and Japan.

Founded in 1998, Objet serves its growing worldwide customer base through offices in USA, Mexico, Europe, Japan, China and Hong Kong, and a global network of distribution partners. Objet owns more than 50 patents and patent pending inventions.