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3 HTi ENTERS A TECHNICAL PARTNERSHIP WITH RICHARD CHILDRESS RACING

Medford, NJ – November 10, 2009 – 3 HTi, LLC entered a technical business partnership with Richard Childress Racing.

3 HTi – Richard Childress Racing Technical Business Partnership

3 HTi, LLC signed a technical business partnership agreement with Richard Childress Racing.

3 HTi has become a Richard Childress Racing Technical Partner. The 3 HTi business support to RCR comprises: installing, training and supporting all PTC products including Pro/ENGINEER, Windchill, Mathcad, Arbortext, and CoCreate as well as Spring Technologies NCSIMUL software. 3 HTi will also provide ongoing training, technical and engineering support to Richard Childress Racing. The 3 HTi-RCR Technical Business Partnership will improve RCR's technical knowledge of these products and ultimately improve their business and competitiveness.

In turn, 3 HTi gains the marketing expertise of the Richard Childress Racing name with worldwide recognition.

Garry Hoffman, VP of Sales at 3 HTi states, "...the technical business partnership with Richard Childress Racing is a Win-Win Partnership. 3 HTi is privileged to join the RCR Team and provide 3 HTi technical support with our engineering resources. Both 3 HTi and RCR benefit from the Partnership."

"The technical partnership between Richard Childress Racing and 3 HTi allows our programming engineers, through virtual machining simulation, to shorten the time span between concept and production," said Rick Grimes, manager of RCR's Okuma Technology Center. "The ability to fine-tune the process before the machinists' work begins at our Okuma work stations increases overall productivity and decreases the first-piece production time. The software, training and service provided by 3 HTi will keep RCR on the leading edge of this technology in the highly competitive NASCAR industry."

About 3 HTi

3 HTi (www.3hti.com) is a complete sales and service firm that provides a holistic solution in Product Life Cycle Management (PLM). The 3 HTi team has the ability to service customers at a level that is un-paralleled by other firms. The 3 HTi solution blends specific expertise in the areas of people, processes and technology. 3 HTi offers a full line of services in the PLM market through software sales and maintenance, implementation services, certified training services, contract services, and personnel placement.

3 HTi is an authorized PTC Reseller. 3 HTi carries a full line of PTC Software Solutions including Pro/ENGINEER, Arbortext, CoCreate, Mathcad, and Windchill. 3 HTi is a Platinum reseller in PTC's Channel Advantage Program. In addition, 3 HTi is the exclusive reseller of NCSIMUL in the United States. 3 HTi recently added the SD300 Pro to its portfolio of PLM Management Solutions.

About Richard Childress Racing

Richard Childress Racing (www.rcrracing.com), celebrating its 40th anniversary in 2009, has earned more than 180 victories and 12 NASCAR championships, including six in the Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, Nationwide Series and Camping World Truck Series. Its 2009 Sprint Cup Series lineup includes Casey Mears (No. 07 Jack Daniel's), Kevin Harvick (No. 29 Shell-Pennzoil), Jeff Burton (No. 31 Caterpillar) and Clint Bowyer (No. 33 Cheerios/Hamburger Helper). Its 2009 Nationwide Series lineup includes Bowyer, Burton and Stephen Leicht (No. 29 Holiday Inn) and Austin Dillon and Sean Caisse (No. 2 RCR Chevrolet). Austin Dillon, Ty Dillon and Ryan Gifford are RCR developmental drivers in both asphalt and dirt track racing.

To learn more about 3 HTi email info@3hti.com

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