



Wednesday, October 13, 2004

## OU receives software grant from UGS worth \$30.2 million

PLANO, Texas and ROCHESTER, Michigan – UGS, a leading global supplier of product lifecycle management (PLM) software and services, and Oakland University (OU) today announced that UGS is providing a product lifecycle management (PLM) software grant to OU with a commercial value of \$30.2 million. The grant will expand career opportunities for students at OU's School of Engineering and Computer Science by providing product development and management tools widely used in the automotive and other industries.

"We are extremely grateful for the generous grant UGS has made to Oakland University," said OU President Gary D. Russi. "The grant recognizes that we educate our students with a curriculum that teaches real-world, practical experience. This partnership will not only prepare our students for future jobs, but will also provide companies like UGS and their clients with employees who are well-versed with high industry standards right out of college."

The UGS NX™ software package will provide project-based education that reflects real-life product design, analysis and manufacturing challenges. Students will simulate actual industry practice by collaboratively designing, building, and assessing products using the same PLM software and methodologies employed by today's leading global manufacturers.

"UGS is especially pleased with the opportunity to work with Oakland University, one of the top education institutions in the great state of Michigan," said Kevin Blevins, regional director for UGS in Michigan. "It has a strong and pragmatic reputation for the professional relationships it has built with neighboring companies. These industry relationships, combined with current and planned programs offered by Oakland University, provide students with the practical work skills and understanding of business drivers they need to succeed in the work force."

"It is absolutely essential for our students to be familiar with the software and methodologies being utilized within the automotive industry," said Pieter Frick, dean for the School of Engineering and Computer Science. "Thanks to this generous grant, we have a tool set utilized by leading automotive OEMs and their suppliers, and our technology-driven curriculum now provides an industry-inclusive education that will make OU students highly sought-after candidates within the industry."

### About GO PLM

The OU grant is made available through UGS' Global Opportunities in PLM (GO PLM) initiative, which leads the industry in the commercial value of the in-kind grants it provides with more than US\$2 billion in 2003. GO PLM brings together four complementary community involvement programs focused on academic partnership, regional productivity, youth and displaced worker development and the PACE (Partners for the Advancement of Collaborative Engineering Education) program. GO PLM provides PLM technology to almost 800,000 students yearly at 7,752 global institutions, where it is used at every academic level – from middle schools to graduate engineering research programs. For more information on GO PLM and the partners and programs it supports visit <http://www.ugs.com/partners/goplml/>.

### About Oakland University

Oakland University is a comprehensive, doctoral research-intensive university located in Oakland County, Michigan. The university has 114 bachelor's degree programs and 82 graduate degree and certificate programs. Dedicated to delivering a distinctive undergraduate experience that is complemented by the strength of its graduate offerings and research accomplishments, Oakland University is organized into the College of Arts and Sciences and the Schools of Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences, Nursing, and The Honors College. Visit Oakland University on the web at [www.oakland.edu](http://www.oakland.edu).

### About UGS

**UGS is a leading global provider of product lifecycle management (PLM) software and services with more than 3.1 million licensed seats and 42,000 clients worldwide. Headquartered in Plano, Texas, the company promotes openness and standardization and works collaboratively with its clients in creating enterprise**

**solutions enabling them to transform their process of innovation and thus begin to capture the value of PLM. For more information on UGS products and services, visit [www.ugs.com](http://www.ugs.com).**

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**SUMMARY**

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