

Former Autodesk Europe Executive Joins Procedural Inc.

Procedural Inc. Hires Former Autodesk Managing Director Dieter Höfler as Senior Vice President of Business Development.

Zürich, Switzerland – July 8, 2009 – Procedural Inc. today announced the appointment of Dieter Höfler as SVP Business Development as of August 1, 2009. Most recently Dieter Höfler served as CEO of Neopost Germany and Switzerland. Prior to Neopost, he was working at leading 3D software company Autodesk as Managing Director for the regions Central Europe, Eastern Europe and Russia. Starting in 1991 as Managing Director of Autodesk Germany, Dieter Höfler is one of Europe's prime movers in the AEC software sector and decisively influenced the commercialization of Autodesk's products by winning major contracts and streamlining the sales channels with over 600 reseller and distributors all over Europe. During his period as Managing Director with Autodesk revenue grew by 6 times.

Procedural Inc., an innovative software company located in Zurich, Switzerland, develops and sells the CityEngine, a revolutionary 3D modeling tool for urban environments in games, TV, movies and urban planning. "We are very happy to welcome Dieter." says Pascal Mueller, CEO Procedural Inc. "As we are ready now to break into new and broader markets, it was important for the company to add a high level of experience and credibility with customer and channel partners, and we could not have been more fortunate than having Dieter fill this role."

On joining Procedural Inc., Dieter Höfler explains: "By bringing the world's foremost procedural modeling technology to broader markets, Procedural has the potential to transform the way in which 3D buildings and even whole cities are produced, stored and visualized. With this exciting potential in mind I am delighted to join Procedural's management team."

About the CityEngine

A free 30-day trial version is available for download at <http://www.procedural.com>. The software can be purchased via Procedural Inc.'s website, or by telephone order at +41 76 720 3303. The CityEngine retails from a starting price of \$ 3'450.

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High-resolution images:

http://www.procedural.com/company/press_room.

For more information, press only:

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