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FOR IMMEDIATE RELEASE

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**HIGHRES INTEGRATED REVERSE ENGINEERING SOFTWARE
STRENGTHENS AUTO RESEARCH CENTER'S SERVICES TO LOCAL
NASCAR TEAMS**

HighRES forms strategic partnership with Auto Research Center-
Mooresville and installs the HighRES PHARAOH II software for
Pro/ENGINEER

La Jolla, California – August 21, 2001 - HighRES, Inc., the advanced 3D reverse engineering software company, today announced their strategic partnership with Auto Research Center – Mooresville (ARC-M), the North Carolina formal motor sports related wind tunnel testing facility, third, newest and the most progressive aerodynamic research facility of its kind in the United States.

The Auto Research Center is a 30,000 square foot engineering center in Mooresville, North Carolina. The facility features an open jet/rolling road wind tunnel for aerodynamic testing of 40-45% scale racecar models, engineering offices, machine shop and a composite workshop. ARC-M provides engineering services to the local NASCAR teams in the area in addition to sports car and open-wheel teams. These services include aerodynamic testing, design, reverse engineering, and vehicle dynamics analysis among others.

“The Auto Research Center would benefit through this partnership via the use of HighRES’ reverse engineering software and the value of implementing an industry leader such as HighRES,” states John Moloney, General Manager of Auto Research Center. “Given the nature of our work, and the quick turn around times required in professional motor sports, having a professional level reverse engineering software

is essential. ARC-M has chosen the HighRES software for mechanical design and reverse engineering applications. We feel that the selection of an appropriate reverse engineering software package compatible with our existing PTC Pro/ENGINEER / ICEM Surf package is critical to this venture's future success."

"We are pleased to be working with a progressive technology and research facility like Auto Research Center – Mooresville," said Christiann Moore, director of marketing and sales at HighRES, Inc. "HighRES is dedicated to enabling companies such as ARC-M to better meet the needs of their clients by providing powerful integrated and seamless reverse engineering software solutions."

The new ARC Technology Center will be utilized by HighRES as a 'technology demonstration center' in the Southeastern US whereby HighRES customers will be invited to a very unique technical setting to see the latest HighRES software packages in action.

About the Auto Research Center

The Auto Research Center is the third newest and the most progressive aerodynamic research facility of its kind in the United States.

About HighRES, Inc.

HighRES, Inc. headquarters in La Jolla, California, develops, markets and supports advanced 3D reverse engineering software and 3D digitizing hardware solutions worldwide. Further information is available at www.ReverseEngineering.com

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