

J C PENNEY CO INC
Form SC 13G
February 14, 2017

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549**

SCHEDULE 13G

**Under the Securities Exchange Act of 1934
(Amendment No.)***

JC PENNEY CO INC COM

(Name of Issuer)

Common Stock

(Title of Class of Securities)

708160106

(CUSIP Number)

12/31/2016

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, *see the Notes*).

CUSIP No. 708160106

1. Names of Reporting Persons
I.R.S. Identification No. of Above Persons (Entities Only)

The TCW Group, Inc., on behalf of the TCW Business Unit

2. Check the Appropriate Box if a Member of a Group*
(a)
(b)

3. SEC Use Only

4. Citizenship or Place of Organization
Nevada corporation

Number of Shares Beneficially Owned by Each Reporting Person With	5.	Sole Voting Power 0
	6.	Shared Voting Power 11,258,498
	7.	Sole Dispositive Power 0
	8.	Shared Dispositive Power 16,622,151
9.	Aggregate Amount Beneficially Owned by Each Reporting Person 16,622,151	
10.	Check box if the Aggregate Amount in Row (9) Excludes Certain Shares* <input type="radio"/>	
11.	Percent of Class Represented by Amount in Row (9) 5.39%(see response to Item 4)	
12.	Type of Reporting Person*(See Instructions) HC/CO	

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Item 1(a). Name of Issuer:
JC PENNEY CO INC COM

Item 1(b). Address of Issuer's Principal Executive Offices:
6501 Legacy Drive

Plano, Texas 75024-3698

Item 2(a). Name of Persons Filing:

Item 2(b). Address of Principal Business Office, or if none, Residence:

Item 2(c). Citizenship:
The TCW Group, Inc., on behalf of the TCW Business Unit

865 South Figueroa Street

Los Angeles, CA 90017

(Nevada Corporation)

Item 2(d). Title of Class of Securities:
Common Stock

Item 2(e). CUSIP Number:
708160106

Item 3 **If This statement is filed Pursuant to §§240.13d-1(b), or 240.13d-2(b) or (c), Check Whether the Person Filing is a:**

- | | | |
|-----|----------------------------------|--|
| (a) | <input type="radio"/> | Broker or dealer registered under Section 15 of the Exchange Act (15 U.S.C. 78o). |
| (b) | <input type="radio"/> | Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c). |
| (c) | <input type="radio"/> | Insurance company as defined in Section 3(a)(19) of the Exchange Act (15 U.S.C. 78c). |
| (d) | <input type="radio"/> | Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8). |
| (e) | <input type="radio"/> | An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E). |
| (f) | <input type="radio"/> | An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F). |
| (g) | <input checked="" type="radio"/> | A parent holding company or control person in accordance with §240.13d-1(b)(1)(ii)(G). |

(see Item 7)

- | | | |
|-----|-----------------------|--|
| (h) | <input type="radio"/> | The TCW Group, Inc., on behalf of the TCW Business Unit
A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813); |
| (i) | <input type="radio"/> | A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3); |
| (j) | <input type="radio"/> | Group, in accordance with §240.13d-1(b)(1)(ii)(J). |

If this statement is filed pursuant to Rule 13d-1(c), check this box.

Item 4. Ownership**

The TCW Group, Inc., on behalf of the Business Unit ***

- (a) Amount beneficially owned:

16,622,151
- (b) Percent of class:

5.39%
- (c) Number of shares as to which such person has:
 - (i) Sole power to vote or to direct the vote:

none.
 - (ii) Shared power to vote or to direct the vote:

11,258,498.
 - (iii) Sole power to dispose or to direct the disposition of:

none.
 - (iv) Shared power to dispose or to direct the disposition of:

16,622,151.

** The filing of this Schedule 13G shall not be construed as an admission that the reporting person or any of its affiliates is, for the purposes of Section 13(d) or 13(g) of the Securities Exchange Act of 1934, the beneficial owner of any securities covered by this Schedule 13G. In addition, the filing of this Schedule 13G shall not be construed as an admission that the reporting person or any of its affiliates is the beneficial owner of any securities covered by this Schedule 13G for any other purposes than Section 13(d) of the Securities Exchange Act of 1934. This joint filing is not an admission by any named entity that it has beneficial ownership of the named securities owned by any other included entity, or that any group has been formed for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended.

*** See Exhibit A

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

See Exhibit A.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

See Exhibit A.

Item 8. Identification and Classification of Members of the Group.

Not applicable. See Exhibit A.

Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10.

Certification.

Because this statement is filed pursuant to Rule 13d-1(b), the following certification is included:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated this 14th of Feb, 2017.

The TCW Group, Inc., on behalf of the TCW Business Unit

By: /s/ Meredith Jackson
Meredith Jackson
Authorized Signatory

EXHIBIT A

RELEVANT SUBSIDIARIES OF PARENT HOLDING COMPANY

PART A: TCW Entities

Parent Holding Company:

The TCW Group, Inc.

Relevant Subsidiaries that are persons described in Rule 13d-1(b):

- (i) TCW Investment Management Company LLC, a Delaware limited liability company and an Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940.
- (ii) TCW Asset Management Company LLC, a Delaware limited liability company and an Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940.
- (iii) Trust Company of the West, a California corporation and a bank as defined in Section 3(a)(6) of the Securities Exchange Act of 1934.

This Schedule 13G is being filed by The TCW Group, Inc. (TCW) on behalf of itself and its direct and indirect subsidiaries, which collectively constitute The TCW Group, Inc. business unit (the TCW Business Unit). The TCW Business Unit is primarily engaged in the provision of investment management services. The TCW Business Unit is managed separately and operated independently.

The TCW Business Unit is majority owned by investment funds affiliated with The Carlyle Group, L.P. (The Carlyle Group). The principal business of The Carlyle Group is acting as a private investment firm with affiliated entities that include certain distinct specialized business units that are independently operated including the TCW Business Unit.

Entities affiliated with The Carlyle Group may be deemed to share beneficial ownership of the securities reported herein. Information barriers are in place between the TCW Business Unit and The Carlyle Group. Therefore, in accordance with Rule 13d-4 under the Exchange Act, The Carlyle Group disclaims beneficial ownership of the shares beneficially owned by the TCW Business Unit and reported herein (the Shares). The TCW Business Unit disclaims beneficial ownership of any shares which may be owned or reported by The Carlyle Group and its affiliates. Neither the TCW Business Unit nor The Carlyle Group and its affiliates are members of a group with each other for purposes of Rule 13d-1 under the Exchange Act with respect to the Shares.

Entities affiliated with The Carlyle Group may beneficially own shares of an issuer to which this schedule relates and such shares are not reported herein.

stify">COMPANY STOCK PRICE PERFORMANCE

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Simulations Plus, Inc.
42505 10th Street West
Lancaster, CA 93534

PROXY STATEMENT
FOR THE ANNUAL MEETING OF SHAREHOLDERS
TO BE HELD ON FEBRUARY 18, 2011

QUESTIONS AND ANSWERS ABOUT THESE PROXY MATERIALS AND VOTING

Why am I receiving these materials?

Simulations Plus, Inc. (“we”, “us”, “Simulations Plus” or the “Company”) sent you this proxy statement (“Proxy Statement”) and the enclosed proxy card because our Board of Directors (the “Board”) is soliciting your proxy to vote at the 2011 annual meeting of Shareholders (“Meeting”) to be held on February 18, 2011 at 2:00 p.m. Pacific Time, at the Company’s office located at 42505 10th Street West, Lancaster, California 93534.

What am I voting on?

There are three matters scheduled for a vote at the Meeting:

Proposal No. 1 – To elect to the Board of Directors five (5) directors, to serve until the next Meeting of Shareholders of the Company or until their successors are elected and qualified, subject to prior death, resignation or removal.

Proposal No. 2 – To ratify the appointment of Rose, Snyder and Jacobs (“RSJ”) as our independent registered public accounting firm for the Company for the fiscal year ending August 31, 2011.

Proposal No. 3 – To approve an amendment to the Company’s Amended and Restated Bylaws, attached as Appendix A (“Certificate of Amendment”), to increase the minimum and maximum number of directors from the current minimum of three (3) and maximum of five (5), to a new minimum of five (5) and maximum of nine (9).

Who can vote at the annual Meeting?

Only shareholders of record at the close of business on December 15, 2010, will be entitled to vote at the Meeting. The Company's Common Stock is its only class of voting securities. As of December 15, 2010, the Company had issued and outstanding 15,555,979 shares of Common Stock of record.

Am I a Shareholder of record for purpose of the Meeting?

If, on December 15, 2010, your shares were registered directly in your name with our transfer agent, Integrity Stock Transfer, then you are Shareholder of record for purposes of the annual meeting.

What if my shares are held in an account at a brokerage firm, bank or dealer?

If, on December 15, 2010, your shares were held in an account at a “street name” and these proxy materials are being forwarded to you by the organization, the organization holding your account is considered the Shareholder of record for purposes of voting at the annual meeting. As a beneficial owner, you have the right to direct that organization on how to vote the shares in your account.

How Do I vote?

With respect to the election of directors, you may either vote “for” any or all of the nominees proposed by the Board or you may abstain from voting for any or all of the nominees. For each of the other matters to be voted on, you may vote “for” or “against” or abstain from voting altogether. Whether you are a Shareholder of record or the beneficial owner of shares held in “street name,” the procedures for voting are fairly straightforward, as described below:

Shareholders of Record: Shares Registered in Your Name

If you are a Shareholder of record, you may vote in person at Meeting or vote by proxy using the enclosed proxy card. To vote in person, you need only attend the annual meeting, where you will be given a ballot to vote on each of the proposals. To vote using the proxy card, simply complete, sign and date the enclosed proxy card and return it promptly in the envelope provided. So long as you return your signed proxy card to us before the Meeting, your shares will be voted as you have directed on the card. We request that all Shareholders voting by proxy return their completed proxy cards to us by no later than February 8, 2010.

Beneficial Owner: Shares Held in "Street Name"

If you are a beneficial owner of shares held in "street name," you should have received a proxy card and voting instructions with these proxy materials from the organization holding your account. Simply complete and mail the proxy card to ensure that your vote is counted. Alternatively, you may vote in person at the Meeting. However, to vote in person, you must obtain a valid proxy from the organization holding your account and present it to the inspector of elections at the Meeting. Please refer to the instructions from that organization included with these proxy materials if you wish to obtain a proxy.

Regardless of how your shares are held and whether or not you plan to attend the Meeting, we encourage you to vote by proxy to ensure that your vote is counted. Please note that you may still attend the Meeting and vote in person even if you have already voted by proxy.

If my shares are held in "street name" by a broker or other nominee, will my broker or nominee vote my shares for me? If your shares are held in street name and you do not instruct your broker or other nominee on how to vote your shares, your broker or other nominee, in its discretion, may either leave your shares unvoted or vote your shares on routine matters. The election of directors is considered a non-routine matter. Consequently, without your voting instructions, your broker or other nominee cannot vote your shares on this proposal. These unvoted shares, called "broker non-votes," refer to: (i) shares held by brokers who have not received voting instructions from their clients and who do not have discretionary authority to vote on non-routine matters, or (ii) shares for which the broker did not exercise discretionary authority to vote on a particular matter. The proposal to ratify the selection of Rose, Snyder, Jacobs ("RSJ") as our independent registered public accounting firm for the fiscal year ending August 31, 2011 is considered a routine matter. Therefore, your broker or other nominee will be able to vote on this proposal even if it does not receive instructions from you, so long as it holds your shares in its name. To the extent your broker or other nominee votes your shares on your behalf on this proposal, your shares also will be counted as present for the purpose of determining a quorum. A broker non-vote will not be considered shares voting or as votes cast with respect to any matter presented at the Meeting. As a result, a broker non-vote will not have any effect on the proposals presented at the Meeting.

How are votes counted?

Votes will be counted by the Corporate secretary who will separately count "for" and (with respect to proposals other than the election of directors) "against" votes, abstentions and "broker non-votes". Abstentions and broker non-votes will be counted towards the presence or absence of a quorum but will not be counted towards the affirmative vote total for any proposal.

How many votes are needed to approve each proposal?

The number of votes needed to approve each proposal is as follows:

Proposal No. 1: The election of the directors contemplated by Proposal No. 1 will be decided by a plurality of votes cast. Accordingly, the five directors receiving the highest number of votes will be elected and abstentions and broker non-votes will have no effect on the outcome of the vote.

Proposal No. 2: The ratification of the selection of Rose, Snyder and Jacobs contemplated by Proposal No. 2 must receive a “for” vote from the holders of a majority of the shares of our common stock present and entitled to vote either in person or by proxy at the annual meeting. Abstentions will have the same effect as “against” votes, and broker non-votes will have no effect.

Proposal No. 3: The approval of the Certificate of Amendment to the Company’s Amended and Restated Bylaws contemplated by Proposal No. 3, to increase the minimum and maximum number of directors from the current minimum of three (3) and maximum of five (5), to a new minimum of five (5) and maximum of nine (9), must receive a “for” vote from the holders of at least a majority of shares of our common stock outstanding on the record date of December 15, 2010.

How many votes do I have?

Each shareholder of record as of December 15, 2010, is entitled to cast one vote for each share of our common stock held on each matter to come before the Meeting, except that shareholders may have cumulative voting rights with respect to the election of directors.

Cumulative voting allows a shareholder to cast a number of votes equal to the number of directors to be elected, which is five (5), multiplied by the number of votes held in the shareholder’s name on December 15, 2010. This total number of votes may be cast for one nominee or may be distributed among as many nominees as the shareholder desires. Under California law, no shareholder can cumulate votes unless, prior to voting at the Meeting, such shareholder has given notice of his or her intention to cumulate his or her votes at the Meeting. If any shareholder properly gives such notice, then all shareholders may cumulate their votes for candidates in nomination. Our Board does not, at this time, intend to give such notice or to cumulate the votes it may hold pursuant to the proxies solicited herein unless the required notice by a shareholder is given, in which event votes represented by proxies delivered pursuant to this Proxy Statement may be cumulated at the discretion of the proxy holders, in accordance with the recommendation of our Board.

What is the quorum requirement?

A quorum of Shareholders is necessary to hold a valid meeting. A quorum will be present if at least a majority of the outstanding shares are present either in person or by proxy at the Meeting. On the record date, there were 15,555,979 shares outstanding and entitled to vote. Accordingly, 7,777,990 shares must be present either in person or by proxy at the Meeting in order to establish a proper quorum to enable us to conduct a vote on each of the proposals at the Meeting.

Your shares will be counted towards the quorum only if you submit a valid proxy or vote in person at the Meeting. Abstentions and broker non-votes will be counted towards the quorum requirement. If there is no quorum, a majority of the votes present either in person or by proxy at the Meeting may adjourn the meeting to another date.

What does it mean if I receive more than one proxy card?

If you receive more than one proxy card, then your shares are registered in more than one name or are registered in different accounts. Please complete, sign and return each proxy card to ensure that all of your shares are voted at the Meeting.

What if I return a proxy card but do not make specific choices?

If you return a signed and dated proxy card without marking any voting selections, all of your shares will be voted “for” the election of the nominees for director and “for” the other proposals described in this Proxy Statement. If any other matter is properly presented at the meeting, your proxy (one of the individuals named on your proxy card) will vote your shares using his best judgment.

Can I change my vote after submitting my proxy?

You can change your vote with respect to any proposal by revoking your proxy at any time prior to the commencement of voting with respect to that proposal at the Meeting. You may revoke your proxy in one of three ways:

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- You may submit another properly completed proxy card with a later date. Please note that we request that all Shareholders voting by proxy return their completed proxy cards to us by no later than February 8, 2010 which is 10 days prior to the Meeting.
- You may send a written notice that you are revoking your proxy to our Secretary (Attn: Renee Bouche, Simulations Plus, Inc. 42505 10th Street West, Lancaster, CA 93534). To properly revoke your proxy via written notice, this notice must be received by us no later than the close of business on Tuesday, February 8, 2010.
- You may attend the Meeting and vote in person. Bear in mind that simply attending the Meeting will not, by itself, revoke your proxy. In addition, please recall that if you are a beneficial owner of shares held in "street name" and wish to vote in person at the Meeting, you must obtain a valid proxy from the organization holding your account and present it to the inspector of elections at the Meeting.

Following the commencement of voting with respect to each proposal, you may not revoke your proxy or otherwise change your vote with respect to each such proposal.

How can I find out the results of the voting at the Meeting?

Preliminary voting results are expected to be announced at the Meeting. Final voting results will be disclosed in a Current Report on Form 8-K, which we will file with the U.S. Securities and Exchange Commission (the "SEC") within four (4) business days after the Meeting.

Who is paying for this proxy solicitation?

We will pay for the entire cost of soliciting proxies. In addition to these mailed proxy materials, our directors and employees may also solicit proxies in person, by telephone or by other means of communication. Directors and employees will not be paid any additional compensation for soliciting proxies. We may also reimburse brokerage firms, banks and other agents for the cost of forwarding proxy materials to beneficial owners.

When are shareholder proposals due for next year's Meeting?

Proposals of shareholders of the Company that are intended to be presented by such shareholders at the Company's next Meeting of Shareholders for the fiscal year ending August 31, 2011, must be received by the Company no later than January 17, 2011, in order to be considered for inclusion in the proxy statement and form of proxy relating to that meeting.

PROPOSAL 1: ELECTION OF DIRECTORS

Nomination of Directors

The Governance and Nominating Committee is charged with making recommendations to the Board regarding qualified candidates to serve as directors. The committee's goal is to assemble a Board with the skills and characteristics that, taken as a whole, will assure a strong Board with experience and expertise in all aspects of corporate governance. Accordingly, the Governance and Nominating Committee believes that candidates for director should have certain minimum qualifications, including personal integrity, strength of character, an inquiring and independent mind, practical wisdom and mature judgment. In evaluating director nominees, the Governance and Nominating Committee considers the following factors:

- (1) The appropriate size of the Board,
- (2) Our needs with respect to the particular talents and experience of its directors, and
- (3)

The knowledge, skills and experience of nominees, including experience in technology, business, finance, administration or public service.

Other than the foregoing, there are no stated minimum criteria for director nominees, although the Governance and Nominating Committee may also consider such other factors as it deems to be in our best interests and those of our Shareholders. The Governance and Nominating Committee does, however, believe it appropriate for at least one members of the Board to meet the criteria for an “audit committee financial expert” as defined by SEC rules, and for a majority of the members of the Board to meet the definition of an “independent director” under NASDAQ listing standards. The Governance and Nominating Committee also believes it is appropriate for our Chief Executive Officer and our Corporate Secretary to participate as members of the Board.

The Governance and Nominating Committee identifies nominees by first evaluating the current members of the Board willing to continue in service. Current members of the Board with skills and experience that are relevant to our business and who are willing to continue in service are considered for renomination, but the committee at all times seeks to balance the value of continuity of service by existing members of the Board with that of obtaining a new perspective. If any member of the Board does not wish to continue in service, the Governance and Nominating Committee’s policy is to not renominate that member for reelection. The Governance and Nominating Committee identifies the desired skills and experience of a new nominee for the criteria above, and then uses its network of contacts to compile a list of candidates.

We do not have a formal policy concerning Shareholder recommendations of director candidates to the Governance and Nominating Committee. The absence of such a policy does not mean, however, that such recommendations will not be considered. To date, we have not received any recommendations from Shareholders requesting the Governance and Nominating Committee to consider a candidate for inclusion among the committee’s slate of nominees in our proxy statement. Shareholders wishing to make such a recommendation of a director candidate may do so by sending a written notice to the Governance and Nominating Committee, Attn: Chairman, Simulations Plus, Inc., 42505 10th Street West, Lancaster, CA 93534, naming the proposed candidate and providing detailed biographical and contact information for such proposed candidate.

Information Concerning Directors

NAME	AGE	POSITION WITH THE COMPANY	ELECTED DIRECTOR SINCE
Walter S. Woltosz	65	Chairman of the Board, Chief Executive Officer and President of the Company	1996
Virginia E. Woltosz	59	Secretary and Director of the Company	1996
Dr. David Z. D'Argenio	61	Director	1997
Dr. Richard R. Weiss	77	Director	1997
Wayne Rosenberger	70	Director	2007

WALTER S. WOLTOSZ is a co-founder of the Company and has served as its Chief Executive Officer and President and as Chairman of the Board of Directors since its incorporation in July 1996. Mr. Woltosz is also a co-founder of our Words+ subsidiary and served as its Chief Executive Officer and President from its incorporation in 1981 until the appointment of Jeffrey Dahlen as President of Words+ in 2004. Walter S. Woltosz is the husband of Virginia E. Woltosz.

VIRGINIA E. WOLTOSZ is a co-founder of the Company and has served as its Senior Vice President and Secretary since its incorporation in July 1996 until January 31, 2003. Mrs. Woltosz is also a co-founder of Words+ and served as its Vice President, Secretary and Treasurer from its incorporation in 1981 until January 31, 2003. Mrs. Woltosz retired

from the position of Senior Vice President as of January 31, 2003, but remains as Secretary and Treasurer of Simulations Plus. Virginia E. Woltosz is the wife of Walter S. Woltosz.

DR. DAVID Z. D'ARGENIO has served as a Director of the Company since June 1997. He is currently Professor of Biomedical Engineering at the University of Southern California ("USC"), and has been on the faculty at USC since 1979. He has also served since 1985 as the Co-Director of the Biomedical Simulations Resource Project at USC, a project funded by the National Institutes of Health since 1985.

DR. RICHARD R. WEISS has served as a Director of the Company since June 1997. From October 1994 to the present, Dr. Weiss has acted as a consultant to a number of aerospace companies through his own consulting entity, Richard R. Weiss Consulting Services. From June 1993 through July 1994, Dr. Weiss was employed by the U.S. Department of Defense as its Deputy Director, Space Launch & Technology.

H. WAYNE ROSENBERGER has served as a Director of the Company since November 2007. Mr. Rosenberger has been a career banker, holding various senior and executive positions in banking since 1963. From August 1997 to present, Mr. Rosenberger has been Senior Regional Vice President of American Security Bank. Prior to becoming an independent Director of the Company, Mr. Rosenberger acted as a member of the audit committee for the Antelope Valley Hospital.

Vote Required; Board Recommendation

The Board recommends that you vote all of your shares "for" the election to the Board of the nominees described in this Proposal No. 1.

PROPOSAL No. 2: RATIFICATION OF SELECTION OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

Background

The Audit Committee of the Board has selected Rose, Snyder, Jacobs ("RSJ") as our independent registered public accounting firm for the fiscal year ending August 31, 2011, and has further directed us to submit the selection of RSJ as our independent registered public accounting firm for ratification by the Shareholders at the Meeting. Neither our governing documents nor any applicable laws require Shareholder ratification of the selection of RSJ as our independent registered public accounting firm. However, the Audit Committee is submitting the selection of RSJ to the Shareholders for ratification as a matter of good corporate practice. If the Shareholders fail to ratify the selection, the Audit Committee will reconsider whether or not to retain RSJ. Even if the selection is ratified however, the Audit Committee, in its discretion, may direct the appointment of a different independent registered public accounting firm at any time during the year if it determines that such a change would be in our best interests and those of our Shareholders.

Independent Registered Public Accounting Firm Fee Information

In connection with the audit of our financial statements for the year ended August 31, 2010, we entered into an engagement agreement with RSJ which set forth the terms by which RSJ has performed audit services for us. That agreement is subject to alternative dispute resolution procedures and an exclusion of punitive damages.

The following table sets forth the aggregate fees billed by RSJ for the services indicated for each of the last two fiscal years:

	Fiscal Year Ended August 31, 2010	Fiscal Year Ended August 31, 2009
Audit Fees (1)	\$84,745	\$79,270
Audit-Related Fees	-	-
Tax Fees	-	-
All Other Fees	-	-

Total Fees	\$84,745	\$79,270
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(1) Includes fees for (i) the audit of our annual financial statements for the fiscal years ended August 31, 2010 and 2009 included in our annual reports on Form 10-K, (ii) the review of our interim period financial statements for fiscal years 2010 and 2009 included in our quarterly reports on Form 10-Q, and (iii) related services that are normally provided in connection with regulatory filings or engagements.

Audit Committee Policy Regarding Preapproval of Audit and Permissible Nonaudit Services of Our Independent Registered Public Accounting Firm

The Audit Committee has adopted policies and procedures for the preapproval of all audit and nonaudit services to be rendered by our independent registered public accounting firm. Under the policies and procedures, the Audit Committee generally preapproves specified services in defined categories up to specified amounts. Preapproval may also be given as part of the Audit Committee's approval of the scope of the engagement of the independent registered public accounting firm or on a case-by-case basis for specific tasks before engagement. The Audit Committee has delegated the preapproval of services to the chairman of the committee who is required to report each preapproval to the full Audit Committee no later than its next meeting. The 100 percent of Audit Fees and Audit-Related Fees were approved by Audit Committee.

Vote Required; Board Recommendation

To be approved, this Proposal No. 2 must receive a "for" vote from the holders of a majority of the shares of common stock present and entitled to vote either in person or by proxy at the Meeting. Abstentions will have the same effect as votes "against" Proposal No. 2; broker non-votes will have no effect. The Board recommends a vote "for" this Proposal No. 2 to ratify the selection by the Audit Committee of RSJ as our independent registered public accounting firm for the fiscal year ending August 31, 2011.

PROPOSAL No. 3: AMENDMENT OF BYLAWS TO INCREASE AUTHORIZED NUMBER OF DIRECTORS

The Board has determined that it is in the best interests of the Company and its shareholders to increase the minimum and maximum number of directors from the current minimum of three (3) and maximum of five (5) directors, to a new minimum of five (5) and maximum of nine (9) directors, pursuant to a Certificate of Amendment. Accordingly, the Board has approved and recommends that the shareholders approve the Certificate of Amendment, a copy of which is attached hereto as Appendix A. The affirmative vote of holders of a majority of the shares of our common stock outstanding on the record date of December 15, 2010, is required to approve the Certificate of Amendment.

Vote Required; Board Recommendation

The Board recommends that you vote all of your shares "for" the Amendment of Bylaws described in this Proposal No. 3.

SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT

Security Ownership

The following table sets forth information as of November 26, 2010, regarding the beneficial ownership of our common stock by (a) each person known to our Board to own beneficially 5% or more of our common stock, (b) each director of the Company, (c) the Named Executive Officers (as defined below in the Summary Compensation Table), and (d) all of our directors and executive officers as a group. Information with respect to beneficial ownership is based solely on a review of our capital stock transfer records and on publicly available filings made with SEC by or on behalf of the Shareholders listed below.

The percent of class is calculated assuming 15,501,979 shares of our common stock (net of treasury shares) were outstanding as of November 26, 2010. Beneficial ownership is determined in accordance with the rules of the SEC which generally attribute beneficial ownership of securities to persons who possess sole or shared voting or investment power with respect to those securities and for such persons includes shares of our common stock issuable to such persons pursuant to the exercise of stock options, warrants or other securities that are exercisable or convertible into shares of our common stock within 60 days of November 26, 2010. Unless otherwise indicated, the persons or entities identified in this table have sole voting and investment power with respect to all shares shown as beneficially owned by them.

Beneficial owner (1), (2)	Amount and Nature of Beneficial Ownership	Percent of Class
Walter S. and Virginia E. Woltosz (3)	6,756,900	42.34%
Momoko Beran (4)	536,352	3.36%
Jeffrey A. Dahlen (5)	262,200	1.64%
Dr. David Z. D'Argenio (6)	43,012	*
Dr. Richard R. Weiss (7)	34,012	*
H. Wayne Rosenberger (8)	3,100	*
All directors and officers as a group	7,635,576	

* Less than 1%

(1) Such persons have sole voting and investment power with respect to all shares of Common Stock shown as being beneficially owned by them, subject to community property laws, where applicable, and the information contained in the footnotes to this table.

(2) The address of each director and executive officer named is c/o the Company, 42505 Tenth Street West, Lancaster, California 93534-7059.

(3) Own an aggregate of 6,696,900 shares plus 60,000 shares of common stock underlying an option exercisable within the 60 days of November 26, 2010.

(4) Owns 254,752 shares of common stock acquired from the exercise of options granted under the 1996 and 2007 Stock Option plans, plus 281,600 shares of common stock underlying an option exercisable within the 60 days of the date of November 26, 2010.

(5) Owns 195,000 shares of common stock, plus 67,200 shares of common stock underlying an option exercisable within the 60 days of November 26, 2010.

- (6) Owns 21,412 shares of common stock, plus 21,600 shares of common stock underlying an option exercisable within the 60 days of November 26, 2010.
- (7) Owns 12,412 shares of common stock, plus 21,600 shares of common stock underlying an option exercisable within the 60 days of November 26, 2010.
- (8) Owns 3,100 shares of common stock underlying an option exercisable within the 60 days of November 26, 2010.

Section 16(a) Beneficial Ownership Reporting Compliance

Section 16(a) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), requires the Company's directors and executive officers and beneficial holders of more than 10% of the Company's Common Stock to file with the Commission initial reports of ownership and reports of changes in ownership of the Company's equity securities.

To our knowledge, based solely on a review of the copies of such reports furnished to us and written representations that no other reports were required during the fiscal year ended August 31, 2010, all Section 16(a) filing requirements applicable to our officers, directors and 10% beneficial owners were complied with, with the exception of two Form 4s which were filed late by each of Dr. D'Argenio, Dr. Weiss, and Virginia Woltosz covering 3 transactions, 3 transactions and 2 transactions, respectively.

BOARD MATTERS AND CORPORATE GOVERNANCE

Information Regarding the Board and Its Committees

The Board met four times during the fiscal year ended August 31, 2010. Each member of the Board attended 75% or more of the aggregate number of meetings of the Board and of the committees of the Board on which he or she served that was held during the period for which he or she was a director or committee member, respectively.

The Board has two committees: its Audit Committee ("Audit Committee") and its Governance and Nominating Committee ("Nominating Committee"). The following table provides meeting information for fiscal year 2010 and current membership for each of the committees of the Board:

Name	Audit Committee	Compensation Committee	Nominating Committee
Dr. David D'Argenio	X	X	X
Dr. Richard Weiss	X	X	X
H. Wayne Rosenberger	X	X	X

* Committee Chairperson

** Audit Committee Financial Expert and Committee Chairperson

Below is a description of each committee of the Board. The Board has determined that each member of each committee, and each member of the Board, except for Walter S. Woltosz and Virginia E. Woltosz, is "independent" within the meaning of the applicable listing standards of the NASDAQ Stock Market ("NASDAQ"), as well as applicable SEC rules and regulations and that each member is free of any relationship that would interfere with his individual exercise of independent judgment with regard to the Company.

Audit Committee

The Company's Audit Committee has been established in accordance with Section 3 (a)(58)(4) of the Exchange Act and bears direct responsibility for the appointment and termination, compensation and oversight of the work of our independent registered public accounting firm, who reports directly to the Audit Committee. The committee also reviews and discusses with our management and independent registered public accounting firm the financial statements and disclosures in our quarterly financial press releases and SEC filings. Committee members periodically meet separately with our management and independent registered public accounting firm to discuss issues and concerns, and the committee has established procedures for the receipt, retention and treatment of complaints received

by us regarding accounting, internal accounting controls or audit matters, in a confidential manner.

The members of the Audit Committee are Mr. H. Wayne Rosenberger, Dr. David D'Argenio, and Dr. Richard Weiss. Mr. Rosenberger serves as chairman of the Audit Committee and the Board has determined that he qualifies as an "audit committee financial expert" in accordance with applicable SEC rules and as "independent" under the applicable NASDAQ listing standards. The Audit Committee met 4 time during the fiscal year ended August 31, 2010.

Compensation Committee

The Compensation Committee administers our executive compensation program and is responsible for establishing, implementing and monitoring adherence to our philosophy with respect to executive compensation.

The Compensation Committee did not meet during the fiscal year ended August 31, 2010.

Nominating Committee

The Nominating Committee makes recommendations to the Board regarding candidates for election to the Board, as well as the composition and size of the Board and its committees and qualifications for membership. In connection with performing their duties, the members of the Nominating Committee are fully empowered to engage one or more search firms to identify potential director candidates. The committee is also charged with establishing the appointment of new directors, committee structure and membership, director compensation and chief executive officer succession planning.

The members of the Nominating Committee are Dr. Richard Weiss, Dr. David D'Argenio, and Mr. H. Wayne Rosenberger. Dr. David D'Argenio serves as chairman of the Nominating Committee.

The Nominating Committee met once during the fiscal year ended August 31, 2010.

Director Compensation

The Directors' stipends are currently \$5,000 and 4,000 shares of stock options per person per year for their services. In addition to their stipends, the Company pays \$1000 per person per meeting. Mileage expense to attend those meetings is reimbursed at the Internal Revenue Service defined rate for business use, except for the Directors who are local residents.

Name of Directors	Fiscal Year	Fees earned or paid in cash (\$) (a)	Option Awards (\$) (b)	All other compensation (\$) (c)	Total (\$)
Dr. David Z. D'Argenio	2010	9,000	6,737	335	16,072
	2009	11,000	5,895	243	17,138
Dr. Richard R. Weiss	2010	9,000	6,737	0	15,737
	2009	10,000	5,895	0	15,895
Harold W. Rosenberger	2010	8,000	3,116	0	11,116
	2009	11,000	1,634	0	12,634

- (a) The Directors' stipends are \$5,000 per year for fiscal years 2010 and 2009, and \$1,000 per meeting.
- (b) Amount represents the stock-based compensation expense recorded by us in fiscal 2010 and 2009 measured using the Black-Scholes option pricing model at the grant date based on the fair value of the option awards.
- (c) Mileage expense to attend meeting is reimbursed at the rate set by Internal Revenue Service for business use, except for the Directors who are local residents.

Certain Relationships and Related Transactions

Transactions with Related Persons. We have not entered into any transactions with related persons since the beginning of fiscal year 2010 and we are not currently considering any proposed transactions with related persons.

EXECUTIVE COMPENSATION AND OTHER INFORMATION

Compensation Discussion and Analysis

The purpose of the Company's compensation program is to attract and retain talented and dedicated professionals to manage and execute the Company's strategic plans and tactical operations. Although the Company's Named Executive Officer salaries have been and remain significantly lower than those of similar public companies, management and the board of directors believe that the award of options has fairly rewarded loyal, long-term employees who have contributed to the Company's growth and financial success.

The goal of our Named Executive Officer compensation program is the same as our goal for operating the Company - to create long-term value for our shareholders. Toward this goal, we have designed and implemented our compensation programs for our named executives to reward them for sustained financial and operating performance and leadership excellence, to align their interests with those of our shareholders and to encourage them to remain with the Company for long and productive careers. Most of our compensation elements simultaneously fulfill one or more of our performance, alignment and retention objectives. These elements consist of salary and annual bonus, equity incentive compensation, and 401(k) matching retirement benefits. In deciding on the type and amount of compensation for each executive, we focus on both current pay and the opportunity for future compensation. We combine the compensation elements for each executive in a manner we believe optimizes the executive's contribution to the Company.

Determining Compensation

We rely on our judgment in making compensation decisions, after reviewing the performance of the Company and carefully evaluating an executive's performance during the year against established goals, leadership qualities, operational performance, business responsibilities, and career with the Company, current compensation arrangements and long-term potential to enhance shareholder value.

The CEO's compensation is determined by the Compensation Committee under Employment and Other Compensation Agreements. The salaries of all other officers are determined by the CEO and the Compensation Committee together. Option grants are recommended by the CEO and CFO and approved by the board of directors.

The CEO's bonus had been determined from the original employment agreement at the time of our initial public offering in 1997 and carried forward in subsequent employment agreements through the end of fiscal year 2007. Beginning on September 1, 2007 (fiscal year 2008) the CEO's employment contract was renewed for a period of two years without an annual bonus, at his request and with the agreement of the Compensation Committee. Effective September 1, 2009, the CEO's employment contract was renewed for another two years by the Compensation Committee with an annual bonus of up to 10% of his annual salary, and is included in the Company's 10K as an exhibit.

Bonuses for all other employees are determined through a calculation of two factors, one for longevity and one for performance, with the greater emphasis on performance. Supervisors provide an evaluation of each employee in five areas: attendance, attitude, productivity, skill level with respect to the position they occupy, and contribution to the Company's profitability. A scoring system is used and bonuses are awarded based on this system and the total budget for bonuses as determined by the CEO and CFO with the approval of the board of directors.

The Company provides 401(k) matching up to 4% of employees' salaries or wages up to the IRS maximum allowable, regardless of their position within the Company.

The Company provides cell phones to the Named Executive Officers and other employees for business communication purposes. However, the Company allows the personal use of cell phone usage as long as it does not exceed the Company's allowable minutes and text messages. In the event the personal usage exceeds over the allowable, the employees are financially responsible for the excess. There are no other perquisites or other benefits of any kind for any officer or any other employee or director of the Company.

Employment and Other Compensation Agreements

The Compensation Committee renewed its employment agreement with Walter Woltosz commencing September 1, 2009 for two years. The agreement provided for; 1) a base salary of \$275,000 per year, 2) options to purchase 50 shares of Common Stock for each \$1,000 of net income before taxes at the end of each fiscal year (up to a maximum of 120,000 options over the term – to be adjusted for stock split or reverse split) over the term of agreement, and 3) Bonus not to exceed 10% of salary, or \$27,500 per year. The specific amount of the bonus will be determined by the Compensation Committee. Mr. Woltosz was entitled to such health insurance and other benefits that are not inconsistent with that which we customarily provide to our other management employees and to reimbursement of customary, ordinary and necessary business expenses incurred in connection with the rendering of services to the Company. The agreement also provides that we may terminate the agreement without cause upon 30 days written notice, and that our only obligation to Mr. Woltosz would be for a payment equal to the greater of (i) 12 months of salary or (ii) the remainder of the term of the employment agreement from the date of notice of termination. Further, the agreement provides that we may terminate the agreement for cause (as defined) and that our only obligation to Mr. Woltosz would be limited to the payment of Mr. Woltosz' salary and benefits through and until the effective date of any such termination.

As part of the agreement with the original underwriter and as partial compensation for the sale of Words+ to Simulations Plus in 1996, commencing with our fiscal year ending 1997 and for each fiscal year thereafter, Virginia Woltosz is entitled to receive bonuses not to exceed \$60,000, equal to 5% of our net annual income before taxes. We accrued a bonus in the total amount of \$60,000 for Virginia Woltosz. This bonus is due and payable within 10 days after the filing of the annual report, however, it was paid on December 15, 2010.

Compensation Committee Report

The Compensation Committee has reviewed and discussed with management the Compensation Discussion and Analysis provided above based on such renew, has recommended to the Board that the Compensation Discussion and Analysis be included in this Proxy Statement.

Compensation Committee

David D'Argenio (Chair)

Richard Weiss

Harold Rosenberger

Compensation Committee Interlocks and Insider Participation

During fiscal year 2010, the Compensation Committee consisted of David D'Argenio, Richard Weiss, and H. Wayne Rosenberger. All members of the Compensation Committee were independent directors, and no member has ever served as an officer or employee of the Company or any of its subsidiaries or has any relationships with the Company or any of its subsidiaries requiring disclosure under Item 404 of Regulation S-K. The compensation Committee members have no interlocking relationships requiring disclosure under Item 407(e) (4) (iii) of Regulation S-K.

Executive Officers who are not also Directors

NAME	AGE	POSITION WITH THE COMPANY	OFFICER SINCE
Momoko A. Beran	58	Chief Financial Officer of the Company and Words+, Inc.	1996
Jeffrey A. Dahlen	49	President of Words+, Inc.	2003

MOMOKO A. BERAN joined Words+ in June 1993 as Director of Accounting and was named the Company's Chief Financial Officer in July 1996. Prior to joining Words+, Ms. Beran had been Financial Controller for AB Component Systems Inc., which had its headquarters in the U.K. Since February 1, 2003, Ms. Beran has also been the Company's Director of Human Resources and Director of Facilities and Equipment.

JEFFREY A. DAHLEN rejoined the Company in April 2003 as Vice President of Research and Development for Words+ after five years with iAT, a software consulting firm he founded based in Pasadena, California. Mr. Dahlen was promoted to President of Words+, Inc. in April 2004. He is a graduate of Stanford University in Electrical Engineering and has 20 years' experience in both software and hardware design, which includes development of extremely high speed processing hardware with the Jet Propulsion Laboratory at the California Institute of Technology, and over 10 years of software and hardware design and development at Words+, initially joining the company in 1986.

Summary Table of Named Executive Compensation

The following table sets forth certain information concerning compensation paid or accrued for the fiscal years ended August 31, 2010 and 2009 by the Company to or for the benefit of the Company's CEO/President, Chief Financial Officer, Vice President, Sales and Marketing, and President of our Words+, Inc. -subsidiary (the "named executive officers"). No other executive officers of the Company received total annual compensation for the fiscal year ended August 31, 2010 or 2009 that exceeded \$100,000.

Name and Principal Position	Fiscal Year	Salary (\$)	Bonus (\$)	Option Awards (\$)	All other compensation (\$)	Total (\$)
			(a)	(b)	(c)	
Walter S. Woltosz Chief Executive Officer	2010	275,000	0	188,310*	0	463,310*
	2009	250,000	0	0	0	250,000
Momoko A. Beran Chief Financial Officer	2010	143,125	12,466	0	5,725	161,316
	2009	135,000	15,147	6,199	5,400	161,746
Ronald F. Creeley (1) Vice President, Sales and Marketing	2010	26,446	0	0	1,058	27,504
	2009	121,995	3,434	2,381	4,880	132,690
Jeffrey A. Dahlen (2) President, Words+, Inc., subsidiary	2010	101,267	625	0	4,051	105,943
	2009	100,000	1,132	2,326	4,000	107,458

* Per his employment agreement, Mr. Woltoz received 202,666 options to purchase stock. However, this issuance of grants conflicts with the 2007 Option Plan, thus he agreed to return 102,666 options in order to comply with the 2007 Stock Option Plan. This amount reflects the original issued value in full, and not the net result after the cancellation of 102,666 options, which was after the end of this reporting period.

- (1) Mr. Ronald Creeley left the Company on December 25, 2009.
- (2) Mr. Jeffrey Dahlen committed to 80% of full-time base, and compensation is prorated based on his commitment.
 - (a) Amount represents bonus earned during the applicable year.
 - (b) Amount represents the stock-based compensation expense recorded by us in fiscal 2010 measured using the Black-Scholes option pricing model at the grant date based on the fair value of the option award.
 - (c) Amount represents Company matching for 401(k) Plan.

Grants of Plan-Based Awards

The following table discloses information about option grants to the Named Executive Officers during the fiscal year ended August 31, 2010

Name	Grant Date	All Other Option Awards: Number of Securities Underlying Options		Exercise or Base Price of Option Awards	Grant Date Fair Value of Stock and Option Awards
Walter Woltosz	12/16/09	202,666 (1)		1.62	\$188,309.95 (2)
Total		202,666			\$188,309.95

- (1) Per his employment agreement, Mr. Woltosz received 202,666 options to purchase stock. However, this issuance conflicts with the 2007 Option Plan; thus, he agreed to return 102,666 options in order to comply with the limit of 100,000 options per year per employee in the 2007 Stock Option Plan. This amount reflects the original issued value in full, and not the net result after the cancellation of 102,666 options, which was after the end of this reporting period.
- (2) The amounts disclosed in the "Grant Date Fair Value of Stock and Option Awards" column are equal to the aggregate grant date fair value of stock option awards computed in accordance with FASB ASC Topic 718. A discussion of the assumptions used in calculating the grant date fair value is set forth in Note 5 to the consolidated financial statements included in our Form 10-K.

Outstanding Equity Awards at Fiscal Year-End

The following table provides a summary of all outstanding equity awards for named officers at the end of fiscal year 2010.

Name	Option Awards					Stock Awards				
	Number of Securities Underlying Unexercised Options (Exercisable) (a)	Number of Securities Underlying Unexercised Options (Unexercisable)	Equity Incentive Plan Awards: Securities Underlying Unexercised Options	Option Exercise Price	Option Expiration Date	Number of Shares or Units of Stock That Have Not Vested	Market Value of Shares or Units of Stock That Have Not Vested	Equity Incentive Plan Awards: Number of Shares, Units or Rights That Have Not Vested	Equity Incentive Plan Awards: Market or Payout Value of Unearned Shares, Units or Rights That Have Not Vested	
Walter Woltosz	30,000	0	0	\$1.24	7/20/2011	0	\$0.00	0	\$0.00	
Total	30,000	202,666 (b)	0	\$1.62	12/16/2014	0	\$0.00	0	\$0.00	
Virginia Woltosz	30,000	0	0	\$1.24	7/20/2011	0	\$0.00	0	\$0.00	

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Total	30,000	0	0		0	\$0.00	0	\$0.00
Jeff	200	800	0	\$1.00 4/7/2019	0	\$0.00	0	\$0.00
Dahlen	65,000	0	0	\$1.15 4/16/2014	0	\$0.00	0	\$0.00
	2,000	3,000	0	\$3.02 1/21/2018	0	\$0.00	0	\$0.00
Total	67,200	3,800	0		0	\$0.00	0	\$0.00
Momoko	140,000	0	0	\$0.35 5/3/2011	0	\$0.00	0	\$0.00
Beran	50,000	0	0	\$0.41 12/1/2010	0	\$0.00	0	\$0.00
	6,000	24,000	0	\$1.00 4/7/2019	0	\$0.00	0	\$0.00
	20,000	0	0	\$1.11 6/22/2015	0	\$0.00	0	\$0.00
	40,000	0	0	\$1.13 7/20/2016	0	\$0.00	0	\$0.00
	4,000	6,000	0	\$3.02 1/21/2018	0	\$0.00	0	\$0.00
Total	260,000	30,000	0		0	\$0.00	0	\$0.00
Grand Total	387,200	236,466	0		0	\$0.00	0	\$0.00

- (a) Stock options vest over 5 years – 20% vesting on each anniversary of the date of grant, with a 10-year term, except for the option of Mr. and Mrs. Woltosz. Their options vest over 3 years – 40%, 30%, and 30%, with 5-year term.
- (b) Per his employment agreement, Mr. Woltosz received 202,666 options to purchase stock. However, this issuance conflicts with the 2007 Option Plan; thus, he agreed to return 102,666 options in order to comply with the 100,000 limit per employee per year in the 2007 Stock Option Plan. This amount reflects the original issued value in full, and not the net result after the cancellation of 102,666 options, which was after the end of this reporting period.

Option Exercised and Stock Vested

The following table sets forth information for the Named Executive Officers for the fiscal year ended August 31, 2010 regarding exercises of stock options and stock awards vested.

Name	Options Exercised and Stock Vested			
	Option Awards		Stock Awards	
	Number of Shares		Number of Shares	
	Acquired on Exercise (a)	Value Realized on Exercise	Acquired on Vesting	Value Realized on Vesting
Walter Woltosz	0	\$0.00	0	\$0.00
Virginia Woltosz	0	\$0.00	0	\$0.00
Jeff Dahlen	0	\$0.00	0	\$0.00
Momoko Beran	180,000	\$188,360	0	\$0.00
Total	180,000	\$188,360.00	0	\$0.00

(a) The value realized represents the difference between the aggregate closing price of the shares on the date of exercise less the aggregate exercise price paid.

Equity Compensation Plan Information

The following table provides a summary of Equity Compensation Plan Information at August 31, 2010.

Equity Compensation Plan Information (1)

Plan category	Number of securities to be issued upon exercise of outstanding options, warrants and rights (a)	Weighted-average exercise price of outstanding options, warrants and rights (b)	Number of securities remaining available for future issuance under equity compensation plans (excluding securities reflected in column (a)) (c)
Equity compensation plans approved by security holders	1,493,902	\$ 1.13	346,834
Equity compensation plans not approved by security holders	0	0	0
Total	1,493,902		346,834

(1) The Company is authorized to issue stock options under the following compensation arrangement:

- a. 4,000 shares per year per person to Directors as a part of their annual stipends.
- b. 50 shares for each \$1,000 of net income before taxes at the end of each fiscal year (up to a maximum of 120,000 options) to the CEO over the term of the current employment agreement.

HOUSEHOLDING OF PROXY MATERIALS

ANNUAL REPORT

THE COMPANY WILL PROVIDE, WITHOUT CHARGE, A COPY OF ITS ANNUAL REPORT ON FORM 10-K, INCLUDING FINANCIAL STATEMENTS AND RELATED FINANCIAL STATEMENT SCHEDULES, AS FILED WITH THE SEC, UPON WRITTEN OR ORAL REQUEST.

For documents relating to Simulations Plus, Inc., direct requests to:

Simulations Plus, Inc.
42505 10th Street West
Lancaster, CA 93534
(661) 723-7723
Attn: Renee Bouche

The SEC has adopted rules that permit companies and intermediaries (e.g., brokers) to satisfy the delivery requirements for proxy statements and annual reports with respect to two or more shareholders sharing the same address by delivering a single proxy statement addressed to those shareholders. This process, which is commonly referred to as "householding," potentially means extra convenience for shareholders and cost savings for companies.

We have adopted "householding," for our shareholders who share an address. If you reside at the same address as another shareholder of Simulations Plus, Inc., and wish to receive a separate copy of the applicable materials, you may do so by making a written or oral request to: Renee Bouche, Simulations Plus, Inc., at 42505 10th Street West, Lancaster, CA 93534, or call (661) 723-7723. Upon your request, we will promptly deliver a separate copy to you.

Some brokers household proxy materials, delivering a single proxy statement or notice to multiple shareholders sharing an address unless contrary instructions have been received from the affected shareholders. Once you have received notice from your broker that they will be householding materials to your address, householding will continue until you are notified otherwise or until you revoke your consent. If, at any time, you no longer wish to participate in householding and would prefer to receive a separate proxy statement or notice, please notify your broker directly.

Any shareholders who share the same address and currently receive multiple copies of our proxy statements and annual reports, as applicable, who wish to receive only one copy in the future may contact their bank, broker, or other holder of record, or Simulation Plus Inc. at the contact information listed above, to request information about householding."

SHAREHOLDER PROPOSALS

Under certain circumstances, our shareholders are entitled to present proposals at shareholder meetings. Shareholders of the Company who intend to submit proposals, including proposals for director nominees, to the Company's shareholders at the 2012 Annual Meeting of Shareholders must submit such proposals to the Company no later than 120 calendar days before the date of the prior year this Proxy statement is released to shareholders (expected to be approximately September 19, 2011), unless the date of the 2012 Annual Meeting of the Shareholders has been changed by more than 30 days from the date of the 2011 Annual Meeting of Shareholders, in which case the deadline is a reasonable time before we begin to print and send our proxy materials in order for them to be included in our proxy materials for such meeting. Proposals received by the Company after such date are considered untimely. Shareholder proposals should be directed to the attention of the Corporate Secretary of the Company, Virginia

Woltosz, at 42505 10th Street West, Lancaster, California 93534. The submission by a shareholder of a proposal does not guarantee that it will be included in the proxy statement. Shareholder proposals are subject to certain regulations and requirements under the federal securities laws.

Shareholders who intend to submit proposals to the Company's shareholders at the 2012 Annual Meeting of Shareholders but intend to submit such proposals on their own, either from the floor or through their own proxy statement and proxy, must, in order for such matters to be voted upon by the Company's shareholders, give notice of such to the management of the Company by 45 calendar days before the date this Proxy Statement is released to shareholders for the prior year (expected to be approximately December 3, 2011), unless the date of the 2012 Annual Meeting of the Shareholders has been changed by more than 30 days from the date of the 2011 Annual Meeting of Shareholders, in which case the deadline is a reasonable time before we begin to print and send our Proxy materials. The persons named as proxies for the 2010 Annual Meeting of Shareholders will have discretionary authority to vote on any shareholder proposal not included in the Company's proxy materials for the meeting, unless the Company receives notice of the proposal within such 45-day period. If proper notice is received by that date, the proxy holders will not have discretionary voting authority except as provided in federal regulations governing shareholder proposals.”

OTHER MATTERS

The Board of Directors of the Company knows of no other matters to be presented at the Meeting other than those described above. However, if any other matters properly come before the meeting, it is intended that any shares voted by proxy will be voted in the discretion of the Board of Directors.

COMPANY STOCK PRICE PERFORMANCE

The stock price performance graph below is required by the SEC and shall not be deemed to be incorporated by reference by any general statement incorporating by reference this Proxy Statement into any filing under the Securities Act of 1933, as amended, or under the Securities Exchange Act of 1934, as amended, except to the extent that the Company specifically incorporates this information by reference, and shall not otherwise be deemed soliciting material or filed under such Acts.

The graph below compares the cumulative total shareholder return on the Common Stock of the Company from the last day of the first month of trading of the Company's Common Stock from August 31, 2001 to August 31, 2010 with the cumulative total return on the Russell 2000 Index, and the S&P 600 Small Cap Index (assuming the investment of \$100 in the Company's Common Stock and in each of the indices on August 31, 2001, and reinvestment of all dividends).

The graph above was plotted using the following data:

	Russell 2000		S&P 600		SLP	
31-Aug-01	\$ 468.56	100.00	\$ 223.04	100.00	\$ 0.30	100.00
30-Aug-02	\$ 390.96	83.44	\$ 200.26	89.79	\$ 0.38	126.67
29-Aug-03	\$ 497.42	106.16	\$ 243.43	109.14	\$ 0.64	213.33
31-Aug-04	\$ 547.93	116.94	\$ 277.22	124.29	\$ 0.82	273.33
31-Aug-05	\$ 666.51	142.25	\$ 347.42	155.77	\$ 0.85	283.33
31-Aug-06	\$ 720.53	153.78	\$ 368.82	165.36	\$ 1.10	366.67
31-Aug-07	\$ 792.86	169.21	\$ 417.61	187.24	\$ 6.68	2,226.67
29-Aug-08	\$ 739.50	157.82	\$ 387.35	173.67	\$ 1.81	603.33
31-Aug-09	\$ 572.07	122.09	\$ 302.22	135.50	\$ 1.80	600.00
31-Aug-10	\$ 602.06	128.49	\$ 322.23	144.47	\$ 2.46	820.00

Proxy

Solicited by the Board of Directors of Simulations Plus, Inc. -- Meeting of Shareholders -- February 18, 2011

The undersigned hereby appoints Walter S. Woltosz and Momoko Beran, or either of them, attorneys and proxies for the undersigned, with full power of substitution, for and in the name, place and stead of the undersigned, to represent and vote, as designated below, all shares of stock of Simulations Plus, Inc., a California corporation, held of record by the undersigned on December 15, 2010, at the Meeting of the Shareholders to be held at 42505 10th Street West, Lancaster, California at 2:00 p.m. Pacific Standard Time on February 18, 2011, or at any adjournment or postponement of such meeting, in accordance with and as described in the Notice of Meeting of Shareholders and Proxy Statement. If no direction is given, this proxy will be voted FOR Proposals 1, 2 and 3 and in the discretion of the proxy as to such other matters as may properly come before the meeting.

[X] Please mark the votes as in this example.

The Board of Directors recommends a vote for Proposals 1, 2 and 3.

1. Election of Directors

Nominees: Walter S. Woltosz, Virginia E. Woltosz, Dr. David Z. D'Argenio, Dr. Richard R. Weiss, and H. Wayne Rosenberger

FOR WITHHELD
F O R a l l n o m i n e e s e x c e p t
[] _____

2. Ratification of selection of Rose, Snyder and Jacobs CPA's as Independent Registered Public Accounting Firm

FOR AGAINST ABSTAIN

3. The approval of the Certificate of Amendment to the Company's Amended and Restated Bylaws, to increase the minimum and maximum number of directors to a minimum of five (5) and maximum of nine (9).

FOR AGAINST ABSTAIN

The undersigned hereby revokes any proxy or proxies heretofore given to vote upon or act with respect to such stock and hereby ratifies all that the proxies, their substitutes, or any of them, may lawfully do by virtue hereof.

Please sign exactly as your name appears on the address label affixed hereto. If acting as attorney, executor, trustee or in other representative capacity, sign name and title.

Date:

Signature:

Signature if held jointly: