

NEWS RELEASE



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For immediate release

SIMMONS FOODS EMBARKS UPON LEAN JOURNEY

Employees attend Lean Learning Center as part of the process

Novi, Mich, March 19, 2004 – Simmons Foods, a top ten privately-held poultry processing company, has committed to transforming the corporation into a lean enterprise and has initiated the process by sending key personnel to attend classes at the Lean Learning Center, a leading provider of lean curriculum to a variety of industries. The goal will be to teach these employees to “think lean” and to provide them the knowledge in how to implement lean throughout their organization.

“One of the key reasons that we selected the Lean Learning Center as our partner is its emphasis on instilling the philosophy of lean, not just the tools,” said Todd Simmons, COO of Simmons Foods, “We think this is necessary to affect a sustained culture change at our company.”

“We commend Simmons Foods for making this commitment to lean,” said Jamie Flinchbaugh, Lean Learning Center partner. “They understand that for lean to be successful, the principles of lean must be deeply embedded as part of daily thinking,” said Jamie Flinchbaugh, Lean Learning Center partner. “During our sessions, we make sure our students don’t just acquire information on lean, but develop the skills to apply it within their own real-world environment on an ongoing basis.”

Simmons Foods (Siloam Springs, Ark.) founded in 1949, has chicken production or processing operations in Arkansas, Missouri and Oklahoma. The privately held company has contracts with more than 450 growers in those states, as well as numerous company-owned production facilities. With \$420 million in annual sales and 3800 employees,

The Lean Learning Center was founded in 2001 by manufacturing and consulting industry veterans Andy Carlino, Jamie Flinchbaugh and Dennis Pawley to address the gaps and barriers that are holding back companies from successful lean transformation. In addition to the advanced curriculum, the Center has developed a learning environment designed specifically for adult learning, utilizing techniques that include discovery simulations, case studies, personal planning and journaling. Together, with affiliate Achievement Dynamics, founded by Andy Carlino in 1991, the companies offer a complete array of lean transformation services.

Industries served include manufacturing, healthcare, public utilities, retail, aerospace, communications, technology, investment equity, service and more. For more information or to request a curriculum brochure, call 248-478-1480 or visit www.leanlearningcenter.com.

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