

NEWS RELEASE



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For immediate release

Lean Learning Center Launches New Web Site Featuring Virtual Facility Tour

Novi, Mich., August 1, 2006 – The Lean Learning Center, a leading provider of lean curriculum and consulting to a variety of industries, has announced that it has launched a new web site at its existing URL address, www.leanlearningcenter.com. In addition to providing curriculum and service information, the site is designed to serve as a knowledge and support center for lean manufacturing practices, providing articles, links and terminology on lean.

Brand new to the site is a virtual facility tour, allowing visitors to rollover different areas of the Center floor plan to see pictures and learn about the type of activities that take place in this unique environment tailored specifically to adult learning. Lean concepts are taught through discovery, simulation, case study, peer coaching, personal action planning, role playing, and journaling.

Also new to the site is the ability for visitors to sign up as a Lean Learning Center member, providing them access to regular updates on lean. Class registration can also be accomplished online.

Founded in 2001, the Lean Learning Center, in conjunction with corporate partner Achievement Dynamics, a provider of management consulting, provides a full complement of lean transformation services. Industries served include manufacturing, healthcare, public utilities, retail, aerospace, communications, technology, investment equity, service and more. Partners Jamie Flinchbaugh and Andy Carlino have recently authored a book titled

The Hitchhiker's Guide to Lean, published by the SME. For more information visit

www.hitchhikersguidetolean.com.