

NEWS RELEASE



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For immediate release

LEAN LEARNING CENTER NAVIGATES LEAN PROGRAM LAUNCH FOR BURGER BOAT COMPANY

Proves that custom-build environment can benefit from lean thinking

Novi, Mich., and Manitowoc, WI., January 11, 2008 –Burger Boat Company, a designer and builder of custom yachts, has embarked upon a lean transformation program with the Lean Learning Center, a leading provider of lean curriculum and consulting, at the helm. Services being provided by the Center involve a combination of education, assessment, planning, management coaching, lean learning laboratories and kaizen events.

“People tend to think that lean is only suited for a high production manufacturing environment, but lean is really about a different way of thinking that allows people to regularly identify and eliminate waste,” explains Lean Learning Center partner Andy Carlino, “And any type of company can benefit from that.”

To begin its process improvement initiative, Burger has sent about 50 executives, directors and managers to the Center’s 5-Day Lean Experience class in Novi, Mich., which provides the foundation for lean transformation. Says Burger Boat President Jim Ruffolo, “During the Lean Experience we discovered that even though each yacht we build is unique, lean principles and rules could help us get out of our fire-fighting mode by standardizing our processes and developing metrics to eliminate inefficiencies.”

In conjunction with the Center, Burger is currently developing a 3-day Lean Experience course to teach on-site to its coordinators, who will then spread the lean message to the rest of the 340-person organization. The company has run numerous

kaizens including a business system event, which resulted in streamlining the time from product conception to delivery. Additionally, the company has implemented visual learning aids, a monthly lean newsletter and a process improvement/waste elimination suggestion program.

Lean has already reaped benefits for Burger. "Lean is definitely working," comments Ruffolo. "With our newly found efficiency, we eliminated the need to hire an additional person for our accounting department and have been able to reduce our overall staff size by not replacing staff lost through attrition."

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About Burger Boat Company

Burger Boat Company, founded in 1863, designs and builds custom motor yachts ranging in size from 100' (30m) - 200' (60m). Typically, the company launches between 2-3 yachts per year and has 4-6 projects under construction at various stages of completion. The vessels built today successfully blend the rich heritage of experienced yacht building with the latest technologies and systems available in the marketplace. The company has been recognized worldwide for quality construction and seaworthiness, appealing to individuals who are unwilling to compromise on the integrity of their yacht.

About the Lean Learning Center

The Lean Learning Center was established in 2001 with a goal of articulating, teaching and supporting the application of true lean principles, affecting the way people think about what they do, day in and day out. In addition to its advanced lean curriculum, the Center features an environment designed specifically for adult learning with teaching techniques include discovery simulations, case studies, personal planning, and journaling. The Center also provides on-site lean consulting to a variety of industries and has assisted numerous Fortune 500 companies in their quest for lean transformation including Harley Davidson, Visteon, Land O'Lakes, Intel, Northrop Grumman, DTE Energy and more.

In 2006, the Center founded its own Instructional Design Studio and began a line of Lean Learning Center branded products. In addition, partners Jamie Flinchbaugh and Andy Carlino authored the Society of Manufacturing Engineer's best selling book, "The Hitchhiker's Guide to Lean."