

**For Immediate Release**

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## **Quality/Reliability Engineering Technology Firm DfR Solutions Opens Michigan Office in Oakland County**

### ***Company Is Expert in Science of Electrical & Electronics Reliability Physics***

**College Park, MD – January 24, 2007 --** DfR Solutions, a leader in quality, reliability, and durability (QRD) research, testing, failure analysis, product problem-solving, and consulting services, announces the establishment of a branch office in the Oakland County automation alley technology corridor of southeast Michigan. The company is headquartered inside the Washington beltway in College Park, Maryland. They specialize in the rapidly emerging science-based approach to product integrity known as Physics of Failure or Reliability Physics.

“We are excited to now have representation in the southeast Michigan tech corridor to better support our growing list of industrial, automotive, medical and military clients in the U.S. Midwest and southeast Ontario, Canada,” said Dr. Craig Hillman, DfR CEO and managing partner. “With the opening of the Michigan office we can dedicate more time and energy to expanding our existing relationships within these industries.”

The Michigan office will be headed by automotive industry veteran James McLeish. Prior to joining DfR, McLeish held numerous management and technical leadership positions in engineering, QRD, and product assurance at General Motors (GM) Corporation and Chrysler Corporation. Mr. McLeish is an ASQ-certified reliability engineer who has over 30 years of automotive and military electrical/electronics (EE) experience and lectures on product assurance at Lawrence Technology University in Southfield Michigan.

“Reliability Physics is technology for failure prevention based on knowledge of failure mechanisms, the cause and effect relationships between real-world stresses that trigger wear and degradation in materials, and defect mechanisms, the manufacturing issues that drive variation and weak links in parts and materials during fabrication,” said McLeish. “Once you are empowered with a solid understanding of what can go wrong and why things break, you can take steps to prevent problems from occurring in your product and processes. DfR is uniquely suited to bring this technology to the Michigan area, and we look forward to positively impacting the companies we will be working with.”

The Michigan office of DfR Solutions can be contacted via their Web site at [dfrsolutions.com](http://dfrsolutions.com), by e-mail at [askdfr@dfrsolutions.com](mailto:askdfr@dfrsolutions.com), or by mail at 145 S. Livernois Avenue, Suite 150, Rochester Hills, Michigan 48307. The Michigan telephone number is 248-726-7600.

**About DfR:** DfR Solutions has world-renowned expertise in applying the science of Reliability Physics to electrical and electronics technologies, and is a leading provider of quality, reliability, and durability (QRD) research and consulting for the electronics industry. The company’s integrated use of Physics of Failure (PoF) and Best Practices provides crucial insights and solutions early in product design and development and throughout the product life cycle. DfR Solutions specializes in providing knowledge- and science-based solutions to maximize and accelerate the product integrity assurance activities of their clients in every marketplace for electronic technologies (consumer, industrial, automotive, medical, military, telecom, oil drilling, and throughout the electronic component and material supply chain).

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