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## **DfR Solutions Announces Director of East Asian Business Development**

*Increasing Business in Area Creates Need for Position*

**College Park, MD – January 14, 2008** – Due to rapidly increasing business with companies in East Asia, including component suppliers, CEMs, and OEMs, DfR Solutions is proud to announce the appointment of Dr. John McNulty as Director of East Asian Business Development.

McNulty has been with DfR since the Spring of 2007, and is the company's West Coast Office Manager. He is an expert in opto-electronic reliability, and has worked on the packaging, reliability, and failure analysis of telecom devices and commercial laser systems for over nine years.

"From our very beginning at DfR, the interest in our services from companies in East Asia has always been very strong," said Dr. Craig Hillman, CEO and Managing Partner of DfR Solutions. "However, after establishing a broad base of North American customers over the past three years, with over 300 clients, we now feel we have the internal resources to assign a dedicated staff member to respond to that market and manage our staggering growth rate in that area. John, with his extensive contacts in component suppliers and telecommunication OEMs, is the perfect person for this position. This year, John will grow our current list of customers and partners and lay the foundation for DfR – Asia in the 2008 / 2009 time frame."

"I am very excited to engage more closely with our customers in this explosive market segment," said McNulty. "DfR Solutions provides an excellent value proposition to East Asian customers. Our services to this market include design & circuit reviews, Pb-free risk assessments, detailed guidance on OEM expectations for small companies and CEMs, reliability testing, and failure analysis (using our own facilities or those of East Asian affiliate labs), and much more. Most importantly, our broad experience enables us to solve problems quickly, reducing down-time for production facilities and time-to-market for new products. I'm looking forward to my new role, and to expanding my current relationships within the East Asian market."

**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). For more information regarding DfR Solutions, visit their website at [www.DfRSolutions.com](http://www.DfRSolutions.com).