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Contact:

Carrie Sharik, Marketing Manager

DfR Solutions

csharik@dfrsolutions.com

301-474-0607

DfR Solutions to Present at SMTA Empire Chapter Meeting in Rochester, New York

*Dr. Craig Hillman to Speak about Printed Circuit Board (PCB) Design for Reliability,
Pb-Free Impact, Failure Modes and Mechanisms*

College Park, MD – March 2, 2009 – DfR Solutions is proud to announce that Dr. Craig Hillman, CEO and Managing Partner, will present at the Surface Mount Technology Association (SMTA) Academy in Rochester, New York, on March 12. The presentation, entitled “Printed Circuit Board (PCB) Design for Reliability, Pb-Free Impact, Failure Modes and Mechanisms,” will provide an overview of failure mechanisms unique to Pb-Free electronics, including the tools and techniques necessary to identify those mechanisms.

Dr. Hillman will focus on identifying drivers such as defect-driven, overstress and wear out, and how an understanding of these stress-strength interactions can provide guidance on the appropriate corrective and preventative action.

“I am very excited to present industry best practices at the original birthplace of American Electronics Manufacturing,” said Dr. Craig Hillman. “Being that Upstate New York continues to be a center of innovation, I expect valuable interaction between myself and the meeting attendees.”

While in the area, Dr. Hillman will be speaking at several companies in Upstate New York on a variety of topics where DfR is the world leader including: failure analysis, Pb-free reliability assurance and prediction, and design for reliability tools and knowledge. Dr. Hillman has performed more than 500 failure analysis investigations, published more than 40 papers in the area of electronics quality and reliability, and has presented to more than 250 companies and organizations.

For more information regarding Dr. Hillman’s presentation, contact Craig Hillman at chillman@dfrsolutions.com, or Carrie Sharik, Manager of Marketing, at csharik@dfrsolutions.com. To register for the SMTA Empire Chapter Meeting, please visit www.smta.org.

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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 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, visit www.dfrsolutions.com.