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## **News Release**

### **Survival Favors the Prepared**

#### **As economic desperation splits the competitive hair even thinner, Munro & Associates steps up for their customers.**

**Troy, MI, January 27, 2009** – “This is good for us and great for our customers,” says Sandy Munro, Founder and CEO of Munro & Associates. “We can now deliver 21 years worth of experience more efficiently and cost effectively than ever before.”

One missed step in today’s climate could spell disaster. No company can afford to head into product development without first planning for everything. Worrying about things later is not an option. Competition is fierce and money is tight, so Munro & Associates is stepping up and providing their predictive tools more affordably so their customers can prepare and plan to be competitive in the coming markets.

“We are providing things like blended rates, software leases, and optimized service plans to help our customers,” said Joe Feord, VP Business Development at Munro. “Our move in this direction is timely, considering the economy. Hiring Munro may also offer tax benefits with current expense deductions and possibly the R & D tax credit. We are teaming with our customers to drive earlier predictive analysis, infuse new technology, and make sure they have a solid winner right from the start.”

Munro has packaged their Design Profit® methods and software suite along with extensive libraries and new process sheets to speed the time to market with higher confidence. These tools are easily plugged into a company’s existing product development process.

Munro & Associates, Inc. has been their customers’ voice for Value, Quality and Profit. Their experience scans thousands of examples and accounts for billions of dollars saved through more efficient product designs, higher quality and smoother production. Munro has expanded and refined their methods to offer predictive tools, metrics and methods to

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expose drivers of potential downstream problems, provide direction for designing out high cost drivers, generate standardized metrics for early trade-off analyses, and manage the details for producibility through the development lifecycle. By refining and repackaging how Munro works with their customers, these tools, metrics and methods are deployable more affordably than ever before.

### **About Munro and Associates, Inc.**

*Munro and Associates, Inc., founded in 1988, is headquartered in Troy, Michigan and has offices in Europe, Canada and Japan. Munro is a world class consulting engineering firm that specializes in upfront, predictive methods to increase profitability by improving quality, reliability and value while reducing total lifecycle costs. The Munro team delivers in depth knowledge in product design, manufacturing, quality and technologies from a broad selection of industries around the world.*

*Munro's diverse customer list includes TACOM LCMC, Tata Motors, Chrysler, Bentley, Rolls Royce, Oldenburg Group, General Dynamics, Rubbermaid, Cardinal Health, Boeing, Raytheon, ATK, Nikon, Lockheed Martin, and Knolls Atomic Power Laboratory.*

For more information, visit [www.leadesign.com](http://www.leadesign.com)

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