

FOR IMMEDIATE RELEASE

Ken Stanvick, Senior Vice President
Phone/Fax: (866) DCA-7676
ken@designchainassociates.com
<http://www.designchainassociates.com>

Design Chain Associates Joins Forces With Expert Choice to Offer Electronics OEMs Decision-Making Software

San Francisco, California – March 31, 2003 - Design Chain Associates, LLC, the leading Design Chain consulting firm, today announced a relationship with Expert Choice to sell its software to Electronics Original Equipment Manufacturers (EOEMs) worldwide. Expert Choice, the leading provider of group decision support software, entered into this relationship to combine DCA's superior design chain consulting expertise with the world's most successful decision-making methodology, the Analytic Hierarchy Process (AHP). DCA will also build, use, and sell robust models for specific, common decision areas like supplier selection, technical and business component risk assessment, and others.

"Design Chain Associates is confident that our relationship with Expert Choice can help address the strategic decision making needs of EOEMs by providing them with superior decision support software, models, and business process consulting." said Ken Stanvick, a Design Chain Associates Senior Vice President.

Expert Choice has developed a variety of partnerships that are customized to the needs of specific industries. Rich Dougherty, CEO of Expert Choice, stated "DCA brings a wealth of experience and insight in helping companies optimize their design chain ecosystems. We are excited to enter the OEM market with such a knowledgeable partner."

Expert Choice's entire product line is available immediately through DCA, or directly through Expert Choice.

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About Design Chain Associates, LLC

Design Chain Associates, LLC provides consulting services to Electronics Original Equipment Manufacturers. DCA focuses on the **Design Chain**, which defines and sets up the Supply Chain. DCA brings strategic value to clients through "Best Practice" process and methodology guidance on supplier and component selection, qualification, and lifecycle management. DCA also provides other core services relating to corporate acquisition integration; "womb-to-tomb" Component Engineering support; and software tool assessment, configuration guidance, and user education. San Francisco-based DCA has a local presence in other high-tech regions of the country such as the Austin/Houston corridor and the Boston region as well as around the globe through local associates. For more information, visit DCA on the web at <http://www.designchainassociates.com>.

About Expert Choice

Headquartered in Arlington, VA, Expert Choice, Inc. is a leading provider of advanced decision support software and services. Founded in 1983, Expert Choice helps business and government organizations around the world with their strategic planning, IT portfolio management, resource allocation, vendor selection, risk assessment and human resources management challenges. Expert Choice's solutions are based on the Analytic Hierarchy Process (AHP) developed by Dr. Thomas Saaty, an original founder of Expert Choice, and Dr. Ernest Forman, an original founder and holder of one of the first computer software patents. Expert Choice's proprietary, advanced decision making software has guided leaders through a variety of critical decisions ranging from the turnaround of IBM to the allocation of the U.S. Veteran's Administration's billion dollar capital budget. Today, more than 15,000 individuals in 60 countries, including twenty five percent of the Fortune 500 and half of U.S. Federal Agencies rely on Expert Choice to help them make better, faster, more justifiable decisions and improve their bottom lines. For more information on Expert Choice, visit the web at www.expertchoice.com.