

FOR IMMEDIATE RELEASE

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Design Chain Associates, LLC announces Bill-Of-Material RoHS-Compliant “Lead-Free” Transition Service

San Francisco, CA – April 19, 2004 – Design Chain Associates, LLC, the leading electronics industry Design Chain consulting firm, announces a new service to help Electronics OEMs speed their transition to component-level compliance with the European Union’s Reduction of Hazardous Substances (RoHS) Directive 2002/95/EC.

“We have been asked several times recently if we could help new and existing clients identify components in existing and even new products that might have compliance issues, and guide them to replacement components or help define redesign directions” said Michael Kirschner, President of DCA. “So we’ve taken the step to put in place an infrastructure to enable a rapid BOM analysis and recommendation service.”

The EU RoHS directive, also known as the “lead-free” directive, identifies six materials that must be virtually eliminated from a great deal of electronic equipment before it’s shipped into the EU after 1 July 2006. These materials include Lead (Pb), Hexavalent Chromium (Chromium IV), Cadmium, Mercury, Polybrominated Biphenyls (PBBs), and Polybrominated Diphenyl Ethers (PBDEs). These materials can be used in semiconductors, package lead finishes, cables, switches, relays, plastic housings, CRTs, hardware (screws, nuts), lamps, PCBs, and other places.

Through DCA’s relationships with, and knowledge of, the component supply base as well as with various service providers we provide the most rapid and complete turn-around available today for this important task.

DCA also provides other services that help Electronics OEMs achieve compliance with the EU’s RoHS and WEEE (Waste Electrical and Electronic Equipment) Directives such as seminars, Design for Environment (DFE), and Component Engineering.

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About Design Chain Associates, LLC

Design Chain Associates' consulting services help Electronics OEMs speed product time-to-market, reduce supply chain risks, and lower costs while increasing engineering and procurement efficiency. Through our knowledge and expertise in defining and applying best-practice business processes and tools, we help businesses remove and avoid these roadblocks, replacing them with measurable, accurate, and efficient means to achieve extraordinary top- and bottom-line returns. 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>.