PRESS RELEASE

CPDA Announces Key Leaders from Lockheed Martin Aeronautics and Siemens PLM Software to Keynote at PLM Road Map™ 2008

Stamford, CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Christopher L. Blake, Senior Technical Fellow and Deputy to the Vice President of Enterprise Process Integration, Lockheed Martin Aeronautics Company and Stephen M. Bashada, Vice President of Teamcenter, Siemens PLM Software, will make keynote presentations at its annual PLM Road Map™ conference, to be held at The Inn at St. John's, outside of Detroit, Michigan on September 23 and 24.

Is it possible to achieve continuous improvement without institutionalized processes as a standard base for improvement? If we are all so committed to "lean" and "continuous improvement" then why is it we have such a difficult time performing? Chris Blake will consider these questions and more in his keynote presentation **Continuous Process Improvement in Driven High Performance Teams.** The presentation will serve as a platform for Chris to share his experiences at Lockheed Martin Aeronautics Company, which has set a course to get back to basics, institutionalizing processes by prescribing information handoffs between stakeholders. Time and time again failures derive directly from not accomplishing the fundamentals. Continuous improvement can not be achieved until the basic process is institutionalized. In a presentation that encourages us to get back to basics Chris Blake will challenge us to "Look around, and talk!"

In his presentation, **Next Generation PLM,** Steve Bashada will examine the global market trends that drove manufacturers' demands on their current PLM implementations. These first generation PLM systems have been deployed and reviews are mixed. He will look at the successes to date, and identify the gaps that have become obvious in early results. He will then examine the technology developments that will have the greatest impact on the next evolution of the PLM model and the associated effect that these technologies will have on manufacturers' product and business processes. The next generation of PLM raises the stakes for product development, production automation, and manufacturing execution. Short and long-term opportunities now exist for manufacturing companies to transform their businesses as a result of new technology that brings these organizations together.

Now in its 15th year, PLM Road Map™ 2008 is a strategic conference focused on the critical tradeoffs that shape product development. PLM Road Map™ 2008 will

enable attendees to explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information and updates on PLM Road Map™ 2008 may be found at http://www.cpd-associates.com/index.cfm?content=include_conference08.cfm.

About Christopher L. Blake

Chris Blake joined Lockheed Martin Aeronautics Company in July 2004. He holds responsibility for developing a comprehensive solution to functional process integration to significantly improve LM Aero program execution. He is also charged with improving the company's approaches to system design and integration, and ensuring that both represent company and industry best practice.

Prior to this role, Mr. Blake served as the leader and technical expert of several key systems engineering efforts, including Enterprise Standard Planning Package Development, F-35 Functional Baseline Development, and the Aerial Common Sensor LM Aero Independent Review Team. He has served as a systems engineering technical authority in support of many LM Aero key programs and is widely acknowledged as a company expert on systems engineering. At LM Aero, Mr. Blake regularly represents "the view of the customer" to ensure LM Aero planning is in touch with customer expectations.

From 1971 to 2004, Mr. Blake was a civilian with the Department of Defense/Aeronautical Systems Division/Headquarters Air Force Materiel Command, accumulating thirty-three years as a proven systems engineer and program manager in aircraft weapons systems advanced development, acquisition, manufacturing, and sustainment. He has held several key leadership positions serving the Air Force's Aeronautical Systems Center and the Air Force Materiel Command.

Mr. Blake earned his bachelor's and first master's degree in systems engineering from Wright State University, and earned his second master's degree in systems management from Stanford University on a Sloan Fellowship Program.

About Stephen M. Bashada

Steve Bashada assumed his current role as Vice President of Teamcenter following the merger of EAI and Unigraphics Solutions and subsequent acquisition by EDS in October 2001.

Mr. Bashada joined Engineering Animation, Inc. in December 1998 as the director of marketing and was promoted to vice president of marketing in August 1999. He was named vice president and general manager of Open Enterprise Visualization Solutions in November 1999, assuming responsibility for development, marketing, and business operations. While at EAI, Mr. Bashada played a key role in the positioning of EAI's visual enterprise process management solutions, development of the marketing and development

organizations, and the launch of a variety of collaboration and visualization solutions.

Prior to joining EAI, Mr. Bashada served as the President of the Applications Development Division of Sterling Software, and as senior vice president of operations for KnowledgeWare, a $160 million company. In this position, Mr. Bashada was in charge of product development, marketing, customer support, and training. He also worked for 10 years with Amdahl Corporation in the sales support, development, and telecom network solutions departments.

Mr. Bashada earned his bachelor's degree in business administration from Georgia State University.

About CPDA

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM-Integration/Product Definition, and Product Value Management.

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