

News Release

FACTON INVITES MANUFACTURING PROFESSIONALS TO FREE AUTOMATION ALLEY BREAKFAST EVENT

Emerging Technology and Solutions event presents: "How Do I Survive as a Manufacturer In these Uncertain Times; Do You Really Know What Your Product Costs Will Be?" with emcee Matt Roush.

Auburn Hills, MI, October 29, 2008 – Manufacturing professionals seeking ways to reduce costs and increase product efficiency are invited to join FACTON® Inc., a world leading product lifecycle costing solutions provider, at Automation Alley's Emerging Technology and Solutions Breakfast Series on November 5, 2008. WWJ Technology Editor Matt Roush will serve as emcee for the event which will address manufacturing concerns. With a proven success record, FACTON will provide attendees with solutions to reduce product cost by as much as 8 percent annually and cut their time to market by up to 30 percent.

"Unfortunately, the typical Product Lifecycle Management (PLM) process is missing the costing components that allow connectivity between all departments within an organization," said FACTON co-founder and CEO Martin Nehls. "There is a solution to this costing issue within the product development process, and it has helped companies like Airbus, Porsche, Behr, Siemens and Mercedes AMG to succeed. We believe manufacturing organizations can expect to see an increase in their bottom line and minimize risks in any economic climate."

During the Automation Alley breakfast Munro & Associates will be on hand to discuss how they are incorporating FACTON solutions to optimize their PLM process and utilizing product lifecycle costing data as well. Munro & Associations will also discuss the company's unparalleled success with their Lean Design® and Wall Process® activities. Together, the two companies provide a true link between engineering and operational progress with financial monitoring early on in the product development process in order to optimize margins.

One of FACTON's global Tier 1 automotive customers will be presenting the benefits they have derived from implementing FACTON. Through demonstrations, customer perspectives and presentations, those attending the event will learn how FACTON provides:

- An understanding of the impact of design factors on profit margins;
- Early financial simulation;
- A way to make technical, manufacturing and business decisions based on facts, not judgments or feelings; and
- A centralized cost data information repository, allowing for transparency and consistency in communications between all departments.

With the help of FACTON, companies can optimize production costs through all product stages in manufacturing organizations by managing transparency in their product costs. FACTON specializes in enhancing the profitability of manufacturing organizations by managing profit margins and reducing product costs.

The Emerging Technology and Solutions Breakfast Series event will be held at Automation Alley's headquarters in Troy on Nov. 5 from 7:00 a.m. to 9:00 A.M. There is no cost to attend. To register for the event, visit www.automationalley.com.

About FACTON

FACTON Inc., headquartered in Auburn Hills, MI, is the North American operations of FACTON which was founded in Dresden, Germany in 1998. Today, the company also has locations in Potsdam, Hamburg and Barcelona. The company currently has 60 employees in the U.S., Germany and Spain, and 475 professionals in partner organizations covering engineering, finance and information technologies. FACTON was founded by brothers Martin and Thoralf Nehls, who combine financial and engineering background and experience into practical lifecycle costing software solutions. For more information, visit www.factor.com.

About Munro and Associates

Munro and Associates, Inc., founded in 1988, is headquartered in Troy, MI and has offices in England, Canada and Japan. Munro is a world class consulting engineering firm that specializes in helping its customers 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. For more information, visit www.leadesign.com

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FACTON Contact:

Thomas Salva, VP Sales
(248)-364-0000
tom.salva@factor.com