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SUBJECT: TROY-BASED O/E LEARNING, PROMINENT TRAINING COMPANY,
TAPPED BY FORD MOTOR TO SUPPORT GLOBAL SAFETY PROGRAM

TROY, Michigan, (date)---The Ford Motor Co. has tapped O/E Learning, of Troy, one of the nation's most prominent training and performance improvement companies, to help the corporation implement vital elements of its Safety Operating System (SOS).

"We are honored at O/E Learning to have been chosen by Ford to help the company become one of the safest manufacturers in the world," said Rick Vlastic, O/E chairman and chief executive officer.

"We will work diligently to assist Ford in further integrating safety into its manufacturing processes. The goal is to reduce injuries and their related costs," said Vlastic.

Specifically, O/E Learning will develop 26 element deployments (presentations) on Ford's SOS to be implemented globally. They will cover a variety of disciplines, among them Incident Investigation; Emergency Preparedness; Leadership and Employee Engagement; Risk Assessment and Control; and many others. The element deployments will be presented to employees by managers and supervisors in the field.

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Dr. Greg Stone, Ford's Director of Occupational Health and Safety stated, "We are doing this to achieve operational excellence. One pillar of that strategy being zero injuries and zero harm to our people. It all ties together into being a sustainable business."

Since 1984, O/E Learning (www.oe.com) has been assisting large corporations and non-profits with their training and communication needs. O/E designs and develops new training and performance improvement programs, as well as converts existing programs to different forms of delivery including web-based, instructor-led, virtual classroom, CD/DVD, and mobile devices. O/E's diverse services range from organizational development initiatives to professional certifications to O/E's own proprietary safety management system, SafetyIMPACT! (www.safety-impact.com). O/E's mission is to help its customers build a safer, healthier and more productive workforce.

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