



## Press Release

For Immediate Release

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### Supplier Excellence Alliance Introduces the SEA YouTube Channel

Irvine, California – October 12, 2009 – **Supplier Excellence Alliance (SEA)**, headquartered in Irvine, California, announces the launch of SEA's YouTube Channel.

SEA's YouTube Channel, named **TheSEAOnline** is dedicated to communication with SEA members and interested parties. The Channel is currently being used to distribute short Supplier KEYNOTE presentations where CEOs from supplier companies provide a short summary of improvements made in their companies while implementing the SEA Lean Enterprise System.

The new "Keynote" format is very successful. It relies on a new focus on results and improvement track records. SEA suppliers are a "different breed" – they're sophisticated – they understand process management – they speak the language of process – and they have something to teach us about improvement.

*"The Keynote strategy has generated a lot of "buzz" and "energy" that will put SEA on the map continuing to make the SEA Supplier brand synonymous with excellence in the industry."* said SEA Chairman Michael G. Beason.

SEA is an unprecedented aerospace and defense alliance led by sub-tier suppliers committed to accelerating supply chain performance. SEA provides a proven turnkey system for supplier development targeted to mid-tier aerospace and defense customers and provides an industry voice for suppliers on issues affecting supply chain performance. SEA also provides a platform for supplier visibility, performance improvement and collaboration. SEA is non-profit 501c6 funded by supplier memberships and sponsorships.

SEA partners and alliances include Society of Manufacturing Engineers (SME), National Defense Industrial Association (NDIA), International Aerospace Quality Group (IAQG), Society of British Aerospace Companies (SBAC) and California Space Authority.

To learn more, visit the SEA website at <http://www.seaonline.org>.