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Performance Matters Sees Substantial Growth in 2009

FORT MILL, SC (December 17, 2009)—In 2009, Performance Matters, a strategic consulting company solely dedicated to the textile rental services industry, saw a 78 percent increase in revenue, hired five new industry specialists, increased its service offerings and implemented significant programs with four of their newest clients.

“The economic downturn and increasingly competitive landscape has forced textile rental services companies to reevaluate their strategies and objectives,” said Troy Lovins, president and founder of Performance Matters. “We owe our success to having clients who understand that now is the time to implement new processes to increase revenues, decrease spending and increase market share.”

Performance Matters has seen continuous growth since its inception in 2006. The company saw a 41 percent increase in revenue from 2007 to 2008, and a 78 percent increase in 2009. What started as a one-man office has grown to a workforce of 12 industry specialists and support staff.

Within the past year, Performance Matters added five new specialists. Their new Compression Specialist has over 29 years of industry experience, including general and regional management positions, and enjoys a reputation for delivering major savings. The new Cost Compression programs offered through Performance Matters not only includes finding valuable cost savings and optimizing efficiencies in production, but they work with their customers’ entire staffs to create sustainable team-oriented solutions. Two new Customer Expectations Specialists also came on board this year to build relationships with potential customers.

To manage Performance Matters’ new Financial Services offering, two Financial Specialists joined the team, offering a wealth of knowledge on profit maximization, financial valuation services and corporate finance and strategy. Their initial role at Performance Matters is to perform financial valuations for textile rental services companies, advise clients on mergers and acquisitions, and to provide analytic support.

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In 2009, Performance Matters also expanded their offerings by becoming the official provider of the “Market-Based Energy” program for the Textile Rental Services industry. The highly sophisticated software takes into account a company’s specific energy expenditures and calibrates them against national energy costs in order to tell clients how much they should be charging their clients for energy. In addition, the software allows for an energy fee modifier to account for other petroleum-based material cost increases, regional allowances and/or additional revenue generation.

In addition to revenue growth, Performance Matters has also seen a surge in its client base throughout the year, and has recently taken on large projects with four of its newest clients. The projects spanned many of Performance Matters service offerings including revenue generation, sales enhancement, cost compression, market-based energy and human resources.

“We continue to be selective with which companies we choose as clients,” said Lovins. “The majority of our clients have come through referrals and, while we are excited by our continued growth, our emphasis continues to be on providing the utmost in customer service and helping drive success for their companies.”

About Performance Matters

With over 100 years of combined experience in the linen, industrial and healthcare sectors of the textile industry, Performance Matters’ offers proprietary tools guaranteed to boost profits with minimal investment. They focus on implementing processes and optimizing revenue opportunities, while integrating a team-based approach that ultimately drives a strong internal culture dedicated to sustainable results.

Beyond revenue generation, Performance Matters’ customized services include: sales enhancement, cost compression, route engineering, analytics, human resources and financial services. Whether the goal is extending market share or enhancing company value, Performance Matters’ clients realize a significant return on their investment. For more information or to schedule a consultation, visit performance-matters.com or call 803.897.0044.

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