



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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### **Performance Matters Continues Growth Trend**

FORT MILL, SC (Mar. 22, 2011)—Performance Matters, a strategic consulting company solely dedicated to the textile rental services industry is reporting tremendous success already in 2011.

In just the first three months of 2011, Performance Matter projected revenues already exceed over and above total 2010 revenue. Growth is 36% higher than last year and forecasted weekly revenue improvements for clients have doubled since 2010.

“Performance Matters has continued to ensure growth and success for our clients even in an uncertain economy; this is due to the trust and continued support of our clients,” said Troy Lovins, president and founder of Performance Matters. “Our strategic approach allows us to elevate both the level of service and amount of return on investment we provide for clients. These factors have allowed us to enjoy continuous double-digit growth since 2006 with 2011 shaping up to be our strongest year to date.”

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.

#### **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.

Performance Matters’ customized services include: revenue generation, sales enhancement, cost compression, route engineering, analytics, human resources,  
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market based energy 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](http://performance-matters.com) or call 803.897.0044.

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