



NEWS RELEASE

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Performance Matters Honors First Inductees to Million Dollar Club

FORT MILL, SC (July 18, 2011)—Performance Matters, a strategic consulting company solely dedicated to the textile rental services industry inducted both Jolicoeur and Service Uniform as the first members into the Million Dollar Club.

The Million Dollar Club honors Performance Matters' clients that have achieved a million dollars in additional revenue due to their partnership with Performance Matters. Jolicoeur and Service Uniform were honored at a dinner for Performance Matters' clients hosted at the Top of the World Restaurant in Las Vegas, Nev. during Clean Show in June 2011.

"Performance Matters is proud to honor our first two inductees into the Million Dollar Club," said Troy Lovins, president and founder of Performance Matters. "We appreciate the support of our clients and are proud to generate such outstanding revenue and exceed the goals set for both Jolicoeur and Service Uniform. We look forward to our other clients joining Andre and Dennis in The Million Dollar Club over the next year."

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, 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 or call 803.897.0044.

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