



NEWS RELEASE

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Performance Matters Introduces Temporary CFO Offering

FORT MILL, SC (September 20, 2011)— Performance Matters, a strategic consulting company solely dedicated to the textile rental services industry, has launched the innovative Temporary CFO offering- the latest in the financial services offered by Performance Matters.

“The pioneering Temporary CFO program is the first of its kind in the industry,” said Troy Lovins, president and founder of Performance Matters. “Performance Matters is proud to offer the unique and timely service of an experienced CFO who can assist if your company is between CFO’s or currently searching for a CFO. Our team of experts provides assistance in sensitive and integral matters such as streamlining operating structures, managing business planning and increasing profitability.”

The Temporary CFO service includes several options to optimize business success:

Clean Slate Set-Up:

- Implementing proven processes, operating structures and reports utilized by experienced finance professionals to run successful businesses.
- Establishing new processes that allow the rest of the finance team to function more efficiently.
- Modifying existing reports and creating new reports that include key business metrics for improved performance management.

Ongoing Maintenance Mode:

- Managing and training client teams to achieve business planning and cycle excellence by focusing on key performance drivers of the business.
- Coordinating the annual Three-Year Plan and annual budget process.
- Managing monthly performance review meetings including tracking actual performance vs. budget and prior year results.
- Conducting monthly financial close.
- Supervising, reviewing, training & evaluating the accounting staff.

A Performance Matters Temporary CFO also has expertise in preparing sales & commission reports, cash flow management, job cost accounting reports, product line profit contribution reports and other ancillary financial services.

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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