



NEWS RELEASE

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Increased Client Revenue and Exceptional Participation Rates For Performance Matters

FORT MILL, SC (Dec. 6, 2011)— Performance Matters, a strategic consulting company solely dedicated to the textile rental services industry, reports increased client revenue and consistent outstanding retention rates for their client-based revenue generating projects.

For projects that have been implemented for a full 52-week period, our clients have experienced an average retention rate of 91.6% of the newly created revenue.

“Performance Matters has secured an impressive six million dollars in contributions to our clients’ top lines, with a significant drop through to their bottom lines in the past five years,” said Bill Aton, Performance Matters Senior Consultant. “Most Performance Matters clients are repeat customers and we attribute this to our ability to maintain the revenue we create for these businesses.”

Particularly exceptional, is that in this economy Performance Matters was able to produce 3.9% organic growth per project for clients over their first year working with Performance Matters. Clients usually run several projects with Performance Matters so this translates to an average of 7.8% customer organic growth. Generally, this rate is achieved when clients’ implement their second project with Performance Matter’s within the first twelve months.

For the average Performance Matters revenue generation project, our clients have experienced approximately 50% of these additional revenue streams flowing straight to their bottom line (all typical costs included), and 90% or more in year two and beyond.

In order for a revenue generation project to be approved and executed by Performance Matters it must meet their highest standards of being able to provide benefit not only to Performance Matters clients, but also to their customers and employees.

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: Market Based Energy, 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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