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For Immediate Release

Corona del Mar, CA, - April 17, 2009 – Jay Prassel, President and Chairman of Premier Performance Group, LLC, announced today that Barry M. Bourgeois of Bourgeois Consulting Group and his team have been successfully recruited to join Premier Performance Group, LLC. Mr. Bourgeois, 44, has been appointed as Chief Operating Officer bringing over 20 years of leadership experience in automotive franchising to our organization. He and his team of highly ambitious, goal-directed leaders deliver results by identifying strategic objectives and building supportive action plans and relationships.

Barry's progressive leadership experience in retail distribution, franchising network development, and automotive manufacturer relations will enhance our experienced team of professionals to achieve your strategic objectives and goals.

Mr. Bourgeois was most recently the President of Bourgeois Consulting Group, LLC providing independent consulting, retail network development and day-to day operations management solutions for clients. Prior to that time, Mr. Bourgeois held senior leadership roles throughout Ford Motor Company's Sales and Marketing organization. Highlights Include:

- Franchising Strategy Manager – Western United States
- National Dealer Profit Manager
- Regional Sales Operations Manager-New York Region

Education and Personal Life

Barry was born in New York. He graduated from the State University of New York at Oswego in 1985 with Bachelor of Science degree in Business Administration. He has two sons, Joseph and Maxwell and is married to the former Robyn Herbstreith.

Visit our website www.premierperformancegroup.com for in-depth overview.

Premier Performance Group, LLC is a national training and consulting company working with dealers on Net Profit Improvement. We offer programs for all dealerships, regardless of size or franchise. Programs include: In-dealership consulting, Profit Management Workshop (monthly), Used Vehicle Workshop, F&I Compliance, and Expert Witness Testimony / Consulting working with auto dealers. Premier has experience as a Dealer Group and Bank-Approved Chief Restructuring Officer, (CRO), working side-by side with banks and Dealer Principals in the restructuring of out-of-trust dealerships or those that need temporary management status.