



Corona del Mar, CA

Birmingham, MI

Galveston, TX

117 S. Cook Street, #106 ♦ Barrington, IL 60010

Phone: 800.577.8015 Fax: 775.213.1718

Email: jay@prassel.com Web: PremierPerformanceGroup.com

For Immediate Release

Corona del Mar, CA, March 7, 2008 – Jay Prassel, President of Premier Performance Group, LLC, announced today that George B. Ewing has been appointed as Executive Vice President and General Manager. George will be responsible for the national Net Profit Improvement Program, the Two-Day Profit Management Workshop and will head the facilitation segment and will also assist with the Used Vehicle Department Profit Improvement Workshop.

George spent two years with NCM Associates in the IN-House Consulting Division, specializing in the field of In-Dealership Profit Management. His experience also includes Sync & Jaguar national rollout as well dealer group moderating.

He was also a General Manager in a Detroit metro full-line import dealership where he was responsible for the largest Mazda dealer group in the Detroit area. George also assisted as Operations Manager for the second largest Ford Dealership in the United States.

His career consisted of managing Honda, Nissan, Toyota, as well as Buick, Pontiac and Isuzu, KIA and Hyundai. George is an expert in Automotive advertising creating over 50 different television and radio spots.

He has achieved Buick Best-In-Class, Honda's Presidents Club as well as Mazda's Elite Dealer status. George, who prides himself as a fiscal conservative brings over 20 years of strong retail automotive background to Premier. His one goal is to drive the bottom line.

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.