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For Immediate Release

Corona del Mar, CA, - May 7, 2009 – Jay Prassel, President and Chairman of Premier Performance Group, LLC, announced today that Michael Major has been successfully recruited to join Premier Performance Group, LLC. Mr. Major has been appointed as Senior Staff Consultant bringing over 25 years of corporate training and leadership experience.

Michael is a respected and highly effective consultant and business development professional. His vast career experience spans diverse segments within the medical industry, non-profit sector and privately held firms where he has helped medical practitioners and small business owners achieve greater business success focusing on strategy development and expansion, business model transformation, process improvements, patient/customer care and retention, operational issues and increased revenue generation.

Known for his visionary and strategic leadership, Mr. Major partners with his clients to create a strong business foundation that can promote and support improved quality services, technological advancements, diverse marketing strategies, staff development, compliance issues, superior patient/customer care and expanded referral networks.

Mr. Major has successfully managed the roll-out of new services and led customer penetration efforts for increased market share within highly competitive markets. Able to take business objectives from inception to implementation, he has been instrumental in helping his clients fast-forward results – even as they move beyond current capabilities and experience.

Michael compliments 25 years of expertise with on-going training and progressive study to provide clients with timely business practices and up-to-date medical advances. He is able to deal with high levels of complexity while at the same time achieving and exceeding milestones and goals that have been set. He is a skilled facilitator, trainer and public speaker who worked in conjunction with The American Medical Association, The American Academy of Ophthalmologists, The American Optometric Association, and Vision Service Plan of America.

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.