



NEWS RELEASE

Allen Tuthill, Jane Gentry, Roberta Schneider and Ian Andersen Join Performance Methods, Inc.

Atlanta, GA – October 5, 2013: Performance Methods, Inc. announced today that Allen Tuthill, Jane Gentry, Roberta Schneider and Ian Andersen have joined their organization, representing the addition of new consulting talent to PMI as well expansion into Latin America. Steve Andersen, PMI's President and Founder, is enthusiastic about the value that each of these talented individuals brings to PMI and had this to say: "As our business continues to expand it is critical that we add the right expertise and resources to our team, this talented group will certainly have a significant impact on our growth."

Allen Tuthill joins PMI after a career in financial services that spanned over 25 years, serving most recently as Assurant Solutions' Senior Vice President of Global Sales and Marketing. Allen also led Assurant's deployment of sales/enabling technologies and was responsible for the organization's global deployment of Salesforce.com. Sales operations and sales best practices development, deployment and adoption were also in the scope of Allen's responsibilities. He brings significant practitioner expertise to his client work at PMI and demonstrates strong knowledge and skills in all areas of sales, strategic account management and sales leadership/management. Allen serves on the Board of Directors and Executive Committee of the Strategic Account Management Association (SAMA).

Jane Gentry joins PMI following a successful 20+ year career in sales, sales consulting/coaching and keynoting. Since entering the sales consulting, training and coaching space in 1999, Jane has been instrumental in developing high-performance sales and account management teams. She brings a passion for creating synergetic relationships with her clients and for her clients that are focused on mutual growth – revenue growth and personal growth. Jane's background includes serving as senior sales executive for several organizations, and clients often include her in helping to "translate" marketing initiatives and messages into effective sales conversations. Her approach with clients not only builds synergetic customer/supplier relationships, she also inspires action.

Roberta Schneider is a senior consultant with a broad base of international client experience. Her work has brought her into engagements with multinational clients in Latin America, US, Europe and Asia, and she is fluent in three languages: Portuguese, Spanish and English. Having worked in a variety of diverse and challenging business environments, Roberta's clients describe her as being both "energetic" and "flexible," two attributes that will serve her well in working with PMI's global base of industry-leading clients. Her training skills are superb and her abilities to facilitate successful workshops, strategy meetings and client sessions are strong in all three languages. Roberta is based in Brazil.

Ian Andersen brings over 15 years of experience in sales, marketing, advertising agency and brand leadership to PMI. His role at PMI will include serving as PMI's Marketing Director, as well as providing consulting services to PMI clients. He demonstrates expertise and a fresh perspective in the areas of sales best practices, strategic account management, value selling and sales management and coaching. Additionally, Ian provides creative design expertise and strategic insights both internally within PMI as well as to PMI's clients. Prior to joining PMI, Ian served in various sales and marketing capacities in his work for several leading advertising and marketing firms. Ian's understanding of what it takes to develop and maintain strong client relationships will serve him well in working with PMI's global client base.

About Performance Methods, Inc. Based in Atlanta, GA, PMI provides consulting and training services to assist clients in the design, development and deployment of customer engagement best practices. PMI's unique approach provides clients with customized and integrated solutions consisting of sales processes, best practices and consultative selling skills. PMI has been selected by many of the world's leading corporations as their sales best practices partner and has been widely recognized for the innovation, effectiveness and the strength of its contemporary suite of customized sales performance solutions. PMI creates worldwide client value and coverage through its global partnership with Mercuri International, the world's largest sales training and development consultancy, and is an active participant and sponsor in the Strategic Account Management Association (SAMA), the world's largest non-profit community of sales and account management best practices. For additional information on Performance Methods, please visit www.performancemethods.com.