

## ASSURED PERFORMANCE ANNOUNCES 2008 BOARD OF DIRECTORS



*January 22, 2008 – Irvine, California* – Assured Performance Cooperative (Co-Op), the largest network of independently owned shops in the world, today announced their 2008 Board of Directors. The members of the co-op voted last week to approve the slate of candidates for the Board. In accordance with the co-op bylaws, the Board of Directors is exclusively body shops owners representing over 3,500 Qualified collision repair businesses across the entire U.S. that are official Members.

The Board includes the following industry notables:

- Nick Gojmeric, Midwest Region
- Lee Amaradio, Southern California Region
- Aaron Clarke, Eastern Region
- Steve Peek, South Region
- Ron Reichen, Northwest Region
- Dave March, California Region
- Mike Orso, Northeast Region
- Steve Zinanti, West Region
- Bob Schubert, Southwest Region
- Paul Tatman, Central Region
- Dan Hall, South Central
- Bill Lawrence, at large

These highly successful shop owners represent all regions and market approaches with hundreds of years of experience collectively. Each has shown themselves to be an effective leader of their peers and market leaders with their business operations.

Directorship terms range from 1 – 2 years and the Board will help guide Assured Performance Network as it continues its meteoric growth.

“We are proud that our Board represents some of the best and brightest minds in the independent collision businesses across all of America,” stated Scott Biggs, Chairman and CEO. “These professionals have proven themselves through their past success, acute business knowledge, and leadership within the industry. Their participation at this level comes at a critical time as we have completed our rapid growth mode and begin to launch numerous initiatives in several areas including marketing, co-op buying, and education.”

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### About Assured Performance Network

Assured Performance has reached critical mass with its size and geographic coverage of the US with more than 3,500 participating shops. Consumers can now locate an Assured Performance Qualified Collision Repair business across the entire U.S. The network now represents over 25% market-share with marketing and purchasing power that includes billions of dollars in combined strength.

The network is made up of four complementary organizations: 1) a non-profit consumer advocacy organization that identifies, qualifies and promotes best-in-class collision repair businesses, 2) a separate buying group co-op that provides financial rewards and buying power to the qualifying member shops, 3) a network management company that provides marketing and business development services to member shops, and 4) a virtual marketplace called BodyShopBuying.com that provides marketing services to OEMs, dealerships, jobbers, and other collision industry participants. For more information, please call: (949) 221-0088 or go online to: [www.AssuredPerformance.NET](http://www.AssuredPerformance.NET).