

WHITE LAKE PARTNERS

Press Release

For Immediate Release

Media Contact

Alyssa Crelin

303.247.1177

alyssa@whitelakepartners.com

Performance Motorsports, Inc. Appoints Director of Manufacturing Operations

COLORADO—March 14, 2012. White Lake Partners is pleased to announce that its client, Performance Motorsports, Inc. (PMI), has appointed Eric Banks as Director of Manufacturing Operations.

Eric most recently served as a Business Unit Manager for Eaton Corporation where he had full P&L responsibility for their Chicago facility and was responsible for managing the strategic operations for the business. Prior, he was Operations Manager for Eaton's Fabrication/ICD Business where he was responsible for developing the lean strategy and operations for this \$40M business. Prior to Eaton, Eric served as a Business Unit Manager, Integrated Manufacturing for Stryker Corporation. Eric earned his Master of Business Administration from Western Michigan University and Bachelor of Science from Campbell University. Eric was also an Officer with the United States Marine Corps where he served from 1993-2002.

PMI is a Dover Corporation operating unit with locations in Newport Beach, CA and Mentor, OH. They manufacture engine components including pistons, connecting rods, and crankshafts and also offer complimentary components such as piston rings, wrist pins, bearings, gaskets, etc. Visit www.pmi-brands.com for more information.

About White Lake Partners

White Lake Partners is a retained search firm offering customized solutions for top-tier clients seeking talent at both the executive and middle-management levels. Learn more about us at www.whitelakepartners.com.