

CONTACT: Kim A. Merrill  
Merrill Marketing/Communications  
(858) 547-1865  
kmerril1@san.rr.com

**NEWS FOR IMMEDIATE RELEASE**

**SUMMIT PERFORMANCE GROUP CELEBRATES FIRST ANNIVERSARY**

***Cutting-Edge Company Provides Comprehensive Corporate Incentive Travel and Meeting Management Services to Clients Nationwide***

SAN DIEGO — July 21, 2004 — Summit Performance Group (SPG), one of the industry's leading providers of corporate incentive travel and meeting management services to both large and small companies, is currently celebrating its first anniversary.

Richard McCann and Douglas Wheeler, who together have more than 40 years of combined experience in the corporate incentive travel and meeting management industry, established the company last year.

Prior to establishing SPG, McCann was founder and president Summit Incentive Travel, a company that specialized in corporate incentive travel, event management, site selection and corporate sports hospitality at such major venues as the Super Bowl, World Series, Olympics and major golf tournaments including Masters and US Open. Wheeler was founder and president of La Jolla-based Conference Locators International, LLC (CLI LLC), a leading boutique firm that provided clients with comprehensive meeting planning services.

Today, McCann and Wheeler have led the SPG team to successfully develop and execute top notch, custom tailored programs for numerous associations and Fortune 1000 companies. SPG's extensive capabilities include site selection and contract negotiations; secondary services coordination; corporate sports hospitality and sponsorships; individual and group incentive travel; conference and event management; technology and web registration;

multimedia development and production; and custom theming, staging and graphic design.

“The Summit Performance Group’s has excelled over this past year thanks to our core value of providing exceptional customer service and client satisfaction with products and services of the highest quality, while maintaining acceptable budget specifications,” McCann said. “Our professionals, staff and affiliates have a ‘can do’ attitude that makes for a very effective business relationship and above all produces a meeting or event that exceeds our clients’ expectations.”

A sampling of SPG’s client list includes many corporate and industry leaders including New Century Mortgage, Gateway Computer, LaFarge North America, Ericsson Wireless Communications, Sempra Energy, Fujitsu and Deutsche Bank.

Wheeler said SPG brings full-service conference planning and incentive expertise that provides complete incentive travel services, conference planning, site selection, staffing, sports incentive and technology solutions. One such technological tool is the recently introduced SPG Real-Time DataFormer™. The system is a state-of-the-art real time virtual system for clients to electronically manage their conference and event registration, financial transactions, tradeshow management and conference planning.

“As the corporate meetings and incentive industry continues to change, today’s companies need a turnkey approach that provides expertise and direction to assure a successful meeting, incentive or sports hospitality event,” Wheeler said. “SPG’s approach is to provide comprehensive solutions to ensure our clients and their attendees will maximize performance by experiencing an outstanding meeting or event.”

SPG’s staff also delivers services to clients such as site selection, web casting, web design and e-conferencing, event database management, online event management and event web site creation and registration. During the past year, the company opened regional sales offices in Los Angeles, Orange County, San Francisco and Pittsburgh, PA. SPG also established affiliations this year with

Chicago-based BDM Global to provide merchandising, gift and premium fulfillment and Marketing Group West, a San Ramon, CA-based company providing strategic communications programs designed to support corporate meetings and incentive travel events. Both affiliations enhance SPG's capability to provide clients with a complete turnkey approach to a meeting or event, said McCann.

The Summit Performance Group's headquarters is located at 12396 World Trade Drive, Suite 315 in San Diego. For more information SPG, call 858-385-2785 or 858-456-9092, or visit [www.summitpg.com](http://www.summitpg.com).

# # #