



Digital Performance adds VP Marketing

January 9, 2007 – Long Beach, CA – Bill Kelley has joined Digital Performance to direct marketing for DPI's online directories, data management web services and parts search syndication properties.

"We are thrilled to have Bill on the DPI team given his unique combination of deep knowledge of the automotive vertical and proven track record as an effective marketer of innovative products," said Digital Performance CEO Andy Wilson.

Kelley comes from an extensive background in both the automotive aftermarket and Internet services and high tech. As an independent company, Kelley Marketing managed marketing and advertising for Automotion, a major Porsche parts and accessories retailer, from 1977 through 1999, when the company was sold. He created the brand name "Weltmeister" which dominated the Porsche aftermarket suspension category. He architected the ecommerce site for Automotion, which won several international awards. More recently, his clients included Wheel Enhancement, a leading retailer of wheels and tires. In the high tech world, Kelley helped introduce Apple Computer in the 70s and Microsoft in the 80s and Quarterdeck and CyberMedia in the 90s. In the mid-80s, he lead the ad team that introduced the Suzuki Samurai. More recently, he was involved with online matchmaking services, American Singles and JDate, as VP Marketing. "It's a natural transition from the matchmaking industry to what we do at Digital Performance," said Kelley. "Through StreetPerformance.com, we are helping enthusiasts find the perfect answers to their dreams and aspirations.... so they can burn rubber happily ever after."

Kelley has participated in auto crossing and road racing as a club racer for over 30 years.

ABOUT DIGITAL PERFORMANCE (www.digitalperformance.com)

Digital Performance, Inc. is a privately-held company based in Long Beach. Founded in 2001, it has grown to include several top Internet properties - foremost among them StreetPerformance.com, RaceIndustry.com, DirtDirectory.com and 2WheelPerformance.com. These top-trafficked sites are all industry directories with a combined 9.3 million visitors projected for 2007.

