

News Release

Catastrophic Planning Saves Valuable Information

Delta Sports Saves Valuable Asset Information From a Catastrophic Fire By Using Performance Plus Computerized Maintenance Management System

REINBECK, IA - Aug 14, 2008 **D**elta Sports Industries, a leading manufacturer of archery targets will be using data from Performance Plus Computerized Maintenance Management (CMMS) to help restore its operations from a fire that totally destroyed its facility on August 8, 2008. Delta Sports President/CEO Laverne Woock announced that he expected few disruptions in sales of archery targets as the company recovers from the total loss of its 80,000-square-foot complex.

Fortunately, Delta Sports had Performance Plus to track its key assets and maintenance related functions. Delta Sports was able to export its asset information from Performance Plus offsite location in order to assist its rebuilding efforts with insurance needs and equipment replacement. Delta quickly regained access to all information and began the rebuilding process. Woock said "I credit our team because we've taken several actions in the past three years to protect everything from our target patterns to our accounting functions to our data systems. This is still a nightmare, but we're upright and functioning."

ATA President/CEO Jay McAninch was in northern Iowa and planning to meet with Woock the day after the fire. He said, "I'm impressed with Delta's planning and organization in dealing with this tragic situation. The take-home lesson is that every company must take time to ensure their operation is safe from catastrophes. This includes a computer backup offsite; design masters stored in safe, offsite locations; and a team of employees trained and trusted with the authority to lead the reconstruction of their department, section or work area." Woock and Delta's leaders invested much time and energy in empowering their staff to truly know the business. That investment will now pay dividends for Delta.

The staff at Performance Plus is proud that their program could be utilized in a way that helped Delta recover from its' catastrophe. Brian Martin, director of marketing and research for Performance Plus said, "We learned that our program had another use outside of the maintenance function. If paper copies were the only records available for this situation, all of Delta's information would be lost. I've already taken steps to ensure that our other customers can learn from this situation and that we develop tools to better assist our customers for insurance needs and other valuable types of information. We now offer training that will be used to help plan for catastrophic events.

For more information on benefits and features of Performance Plus or the roles that computerized maintenance management systems can be used for in the maintenance environment, please see www.performancemms.com or call (319) 352-3693.