



Press Release

FOR IMMEDIATE RELEASE

Lic. Roberto Peralta Rössner Joins Assist America as Sales Director—Latin America

México City, México and Princeton, NJ—(August 22, 2013)—Assist America, Inc. is pleased to welcome Roberto Peralta Rössner as *Sales Director—Latin America*, effective immediately.

Mr. Peralta brings a proven track record of more than 15 years of experience working in the sales and marketing industry, focusing on international and domestic clients and suppliers, sales, sales training, business development, project management, client relations, marketing, promotions and brand development.

Prior to joining Assist America, Mr. Peralta most recently held the position of Commercial Director at Promo World Co., Mexico (A subsidiary of Sinolink Holding China). While there, his responsibilities included identifying and developing new local and Latin America business opportunities for both outbound and inbound projects for companies such as PepsiCo, Unilever, Kellogg's, Frito-Lay and Kodak, among others. He also had the opportunity to interact with key decision makers and identify improvement areas, while building and maintaining relationships with food and entertainment companies, as well as corporate customers. He developed business strategies to manage and assess customer service, enhance the customer experience and increase customer retention and loyalty.

"Mr. Peralta is a key addition to the Assist America team and we are very pleased to have him head our sales efforts in Mexico and Latin America," said Brian Mulligan, President and CEO of Assist America. "Mr. Peralta's sales and marketing background and experience in the Latin American market is a perfect combination for us and we are proud to have him on board."

Mr. Peralta holds a Bachelor in Sciences of Communication & Marketing degree from Iberoamerican University of Puebla, México, and graduated with honors Cum Laude.

Founded in 1990, Assist America, Inc. provides global emergency assistance services in partnership with various benefit plans. The company, headquartered in Princeton, New Jersey, serves more than 30 million members and over 300,000 enterprises through programs from the world's most prominent group benefit providers. For more information about Assist America, visit www.assistamerica.com.

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