



PRESS RELEASE

Penske Corporation's CIO to Join CPDA's PLM Road Map™ 2010 Keynote Speaker Line-up

Riverside, CT – For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Stephen J. Pickett, Penske Corporation's CIO, will join the keynote speaker line-up for its conference PLM Road Map™ 2010 which will take place at The Inn at St. John's, outside of Detroit, on September 28 and 29. Other keynote speakers at this event include: IBM Rational's Bruce Powel Douglass; HP's Christian Verstraete; Ford Motor Company's Christopher Davey; Targeted Convergence Corporation's Michael Kennedy; and MathWorks' Jim Tung.

Stephen's presentation, Innovation at the Speed of a Pit Stop, will provide an overview of Penske Corporation with insight into how Motorsports serves as a common thread that runs throughout all of their businesses. Motorsports provides the company with a competitive advantage and has been a way to build the Penske brand in the marketplace and to form successful relationships with companies like PTC. The presentation will share examples of Penske's relationship with PTC and how that relationship is utilized to help get their cars in the victory lane.

About Stephen J. Pickett, Senior VP & CIO, Penske Corporation

Penske Corporation and its subsidiaries manage and operate businesses with annual revenues approximating \$14 billion and employ 36,000 people at more than 1,700 worldwide locations. The closely-held diversified transportation services company includes: Penske Truck Leasing Corporation; Penske Motor Group, Inc.; Penske Automotive Group, Inc.; Penske Transportation Components, LLC; Transportation Resource Partners, LLC; Penske Performance, Inc.; and Penske Racing, Inc.

Prior to joining Penske, Stephen J. Pickett spent many years in the automobile industry with OEMs (American Motors and Volkswagen) on two continents and automotive suppliers in North America. He also held the position of President of the Society for Information Management (SIM), is a member of their Advanced Practices Council, and a member of the SIM Detroit board. Established in 1968, SIM is the premier network for IT leaders comprised of over 3,600 members, including CIOs, senior IT executives, prominent academicians, consultants, and other IT leaders. In partnership with its 30 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders enabling CIOs to further develop

their own leadership capabilities and those of key and emerging leaders in their organizations. Stephen also plays an important role in the local community as Chairman of Oakland Family Services a private, nonprofit, 501(c)(3) human service organization established in 1921.

Stephen holds a Bachelor of Science degree from Michigan State University and an MBA from the Advanced Management Program at Michigan State University.

About PLM Road Map™ 2010

PLM Road Map™ 2010 is a strategic conference focusing on the transformation of product development approaches to serve a new value proposition involving the detailed reconciliation of data and processes across global engineering functions. Join leading analysts from CPDA and key industry players as they share their experiences in making technology work by driving efforts up front early in design, and continuously incorporating cross-disciplinary knowledge and feedback. PLM Road Map™ 2010 will challenge attendees to shift their current thinking to a new level in a series of presentations focusing on the global transformation of product development and innovation processes.

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