

PREMIERE, INC.

CORE VALUES

- ◆ We will never jeopardize the safety of others or ourselves.
- ◆ We seek relationships with customers who value safety and service. They are the absolute foundation of our success.
- ◆ We strive to eliminate all communication barriers that affect safety, efficiency, and opportunity.
- ◆ We treat our people, our suppliers, and our customers with integrity, dignity, and respect.
- ◆ We expect excellence, and we take responsibility. Our business and customers require it.
- ◆ We succeed as a team. We tolerate and learn from honest mistakes.
- ◆ We passionately search for improvements in everything we do. This increases value to our customers and to ourselves.
- ◆ We buck conventional wisdom and standards to achieve greater results. We strive to do the impossible.
- ◆ We are a privately held company. Our own efforts are the primary source of capital needed to sustain our success.