

Kevin J. Peters

Executive Vice President and Co-COO – Direct Supply, Inc.

Mr. Peters has been the Executive Vice President of Direct Supply since 2002. He is a founding member of the company, having helped start the company in 1985. From its inception, Direct Supply has been under the direction of Mr. Peters in its operations, logistics, procurement, and supply chain functions. He has been a principle player in the emergence and success of Direct Supply.

Previous to Direct Supply, Mr. Peters worked for 10 years at a large Wisconsin based hardware wholesaler named Century Industries. Over his tenure at Century, Mr. Peters built extensive knowledge in warehouse and inventory based operations, during which he also received both his undergraduate and post-graduate degrees.

After receiving a full bachelor of science in Zoology in the college of Letters and Science at the University of Wisconsin – Milwaukee (UWM), Mr. Peters went on to get his MBA, also from UWM. Currently, Mr. Peters works closely with many local and state based universities focused primarily on bringing awareness and sophistication to their Supply Chain curriculums, as well as some local city groups. Universities such as UWM, Marquette, MSOE, and Wisconsin are all important targets.

Mr. Peters has been married since 1989 and has three children- two boys and one girl. He thoroughly enjoys living in the country and working in Milwaukee. He travels fairly often and frequents Las Vegas whenever possible.

Today, Direct Supply is the largest supplier of equipment to Long-term Care facilities in the United States. Mr. Peters' primary focus is in the continued growth and success of Direct Supply's business and his commitment to their stockholders.

Rev 9/14/03