



MICHAEL SWEARENGIN



**Senior Vice President
Merchandise, Marketing and Advertising
O'Reilly Automotive, Inc.**

Michael Swearengin is senior vice president of merchandise, marketing and advertising of O'Reilly Automotive, Inc., a public company, traded on the NASDAQ exchange under the symbol ORLY. The company consists of approximately 3,300 auto parts stores and 18 distribution centers and is based in Springfield, Mo. O'Reilly serves the retail, wholesale, and independent jobber markets in 38 states coast-to-coast and employs approximately 43,000 team members. The company is one of the top five auto parts chains in the country. The key to the company's growth and success has been the development of professional, well-trained and motivated team members.

Swearengin began his automotive career 25 years ago as a parts specialist with Stinger Sam Auto Parts, who was based in Springfield, Mo. He moved through the ranks of the company through his 10 year tenure there holding positions of assistant manager, manager, hr specialist and buyer. O'Reilly Auto Parts bought out Stinger Sam in 1989. At that time Swearengin took a hiatus from the automotive aftermarket and started a tax and accounting service with his father-in-law. When O'Reilly became a public company in 1993 he joined the company.

He started his career at O'Reilly as a merchandise assistant in 1993. Over the past 16 years he has served in several positions including product manager, director of merchandise, vice president of merchandise and since January 2004 senior vice president. In his current position Swearengin is responsible for all areas of merchandise, purchasing, pricing, marketing and advertising. He has been very involved in the automotive aftermarket serving on the AAIA Category Management Committee helping to set up standards for the Enhanced Line Review (ELR) and data reporting through NPD.

Swearengin graduated from Missouri State University in 1982 with majors in finance, management and information systems. He received his MBA from Drury University in 1995 and he is a single parent with one daughter, Kristin.