



ATTORNEY GENERAL OF TEXAS
GREG ABBOTT

Communication Strategy – Ultima

- 1) This is an industry issue not Second Chance
- 2) We need to be pro-active in our communication
- 3) We need to be both positive and confidence inspiring in our communication
- 4) We need to be coordinated and consistent in our message
- 5) We need to communicate with
 - a. our employees
 - b. our regional sales managers
 - c. our distribution
 - d. our customer base
 - e. our key customers and VIP's
 - f. our competition ?
- 6) We need to establish a single company spokesperson to deal with media inquiries
- 7) All communications must be consistent

How do w

- 1)
- 2) customer base.
- 3) 9) We will need to launch a new product line including ad placement and editorial support. Creative work will need to be accomplished on both.
- 10) Pray!!

- 4) des
- 5) dis
- ASLE:1 Training when in police etc.
- 6) We need to have a training seminar for our RSM's and key employees to teach them about the issue and how to communicate it.
- 7) We need to send out communication packages to our customer base, both end users and dealers
- 8) We need to contact directly from the factory our Key Distributors, Key Customers and VIP customers. RSM's to contact remainder of distribution and customer base.
- 9) We will need to launch a new product line including ad placement and editorial support. Creative work will need to be accomplished on both.
- 10) Pray!!

Exhibit G

**TEXAS V. SECOND CHANCE
BODY ARMOR, INC.**