

**A REGIONAL PROMOTIONAL PLAN
FOR
HBI/BOSTON**

Fleishman-Hillard proposes the following promotional plan for HBI, Inc. surrounding the opening of its new, regional office in Boston. Although HBI, and Gray Robertson, already are considered by many to be one of the leading resources for information regarding indoor air quality, HBI's expansion to Boston presents an opportunity to continue positioning HBI, and specifically Jeff Seckler, to New England area reporters as the "resident expert" on indoor air quality, as well as position HBI as a company of dynamic growth in a burgeoning industry. Further, it is an opportunity to reinforce HBI's views on indoor air quality to regional media and businesses, including the insurance industry.

TARGET AUDIENCE

This plan is designed to reach specific reporters at broadcast and print outlets (daily newspapers, appropriate trade and business publications) throughout New England, including Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont and Maine. Specifically; we recommend targeting:

TI DN 0010086

- business reporters;
- environmental reporters;
- health reporters;
- insurance industry reporters;
- real estate reporters; and
- TV/radio assignment editors.

MESSAGE POINTS

The need for improved ventilation and filtration standards, and other findings and recommendations discussed during monthly HBI media tours, should remain major message points for this promotional plan. The main thrust, however, will be HBI's new regional presence, providing easier access to New England's media and potential clients in indoor air quality matters. Since the targeted reporters write for different audiences, pitches need to be packaged specifically for each group. For example, business reporters would be interested more in the expansion of HBI and what it means to the New England area than the environmental or health impact of indoor air pollution.

As health complaints regarding indoor air pollution continue to mount, and given that New England is the unofficial

TI DN 0010087

Page 3

headquarters of the insurance industry, we also suggest targeting insurance reporters who might be interested in how sick building syndrome affects insurance claims. Those who cover the commercial real estate market might be interested in how building owners and managers are addressing the issue of sick buildings, so we have targeted this group of reporters as well.

INDOOR AIR QUALITY BRIEFINGS

One of the best ways to introduce Jeff Seckler and HBI is through various speaking opportunities, preferably before the business community but possibly to academics/scientists. HBI's participation in such events helps to reinforce its credibility and prompt reporters to write stories by giving them an immediate story angle. Even if the sponsors of the briefing prefer to not admit reporters, the fact of the event itself is helpful to pitching media. A briefing also is a more friendly environment than a press conference or other event that can be more confrontational.

Fleishman-Hillard will identify one indoor air quality briefing in each of three New England markets: Boston, Hartford and one to be determined.

TI DN 0010088

Page 4

Our goal is to arrange all three briefings as quickly as possible, preferably in mid-March or early April, so they can be used as story "hooks" for the initial media mailing. However, conceding that this may not be feasible, we can implement a second media pitch and follow-up calls for the briefing.

TARGETED MEDIA MAILING/INTERVIEWS

Fleishman-Hillard recommends a media mailing and follow-up calls to targeted reporters throughout the New England area by March 15. The purpose is, again, to introduce Seckler to the press, inform them of HBI's new office, pitch a one-on-one interview, stress the importance of improving indoor air quality standards, and if possible, note what area companies are taking an active part in providing cleaner air for employees.

The interview request also will be pitched as an opportunity for the reporter to gather background materials for future reference. This helps to establish Seckler as the area authority on indoor air quality, i.e., someone a reporter would automatically call when writing indoor air quality stories.

TI DN 0010089

As we pitch these one-on-one interviews, we will encourage the non-television interviews to be done over the phone when possible.

If we can secure HBI's participation in indoor air quality briefings, every effort will be made to arrange these interviews the same day or the day after the briefing. If not, we will try to arrange more than one interview for the same day in a given area to best utilize Seckler's time.

MATERIALS DEVELOPMENT

An important part of this media plan is an updated HBI press kit. A number of pieces from the current press kit should be included, along with a few additions.

Items to be developed:

- Pitch letter (six versions)

- Press release to announce the opening of the new office, introduce Jeff Seckler and briefly describe HBI's services.

- HBI rolodex cards for a reporter's instant access to HBI's phone number

TI DN 0010090

CONFIDENTIAL

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

Page 6

- Bio of Jeff Seckler
- Photo of Jeff Seckler

Existing items in the standard HBI press kit to be included:

- HBI corporate brochure (the new version)
- Backgrounder on sick building syndrome
- Fact sheet on indoor air pollution
- Chart of HBI experience 1980-1989
- Photos of HBI technicians

TI DN 0010091

BUDGET

The following is a proposed budget for the regional promotional program, including an initial media mailing and follow-up pitches. Fees and expenses for subsequent media pitches (e.g., related to briefings not scheduled in connection with the initial media mailing) would be budgeted separately. The budget assumes that briefing events will be largely arranged by third parties; if more extensive assistance by Fleishman-Hillard is required, additional fees will be negotiated subject to agreement by HBI and F-H. All out-of-pocket expenses will be billed at cost.

PROFESSIONAL EXPENSES
FEES (estimated)

All professional services connected with initial media outreach effort, including regional media list supervision, follow-up pitch calls, on-site staff time, development of press materials, general update of new press kits, coordination with Jeff Seckler, etc. *

\$15,000.00

* This includes a maximum of six days for on-site staff time. Fees for additional days required on-site will be budgeted separately.

TI DN 0010092

=====**CONFIDENTIAL**=====

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

Page 8

Regional media list development and labels (assuming list of approx. 500)		880.00
Press kit production (qty. 600)		750.00
Postage (qty. 500)		1,200.00
Miscellaneous (long-distance phone, photocopying, overnight and local messenger service, etc.)		1,000.00
Travel expenses		TBD
TOTAL ESTIMATE	\$15,000	\$3,830

TI DN 0010093
