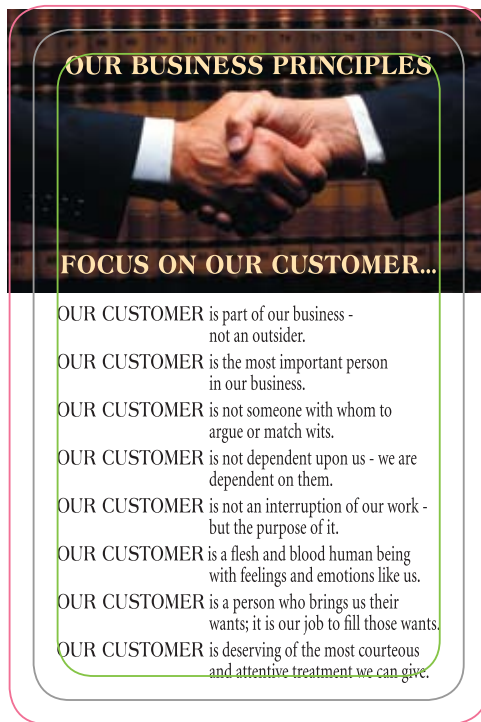


Green line denotes Inside Margin
Pink line denotes Outside Bleed Margin
Gray line denotes Die Cut



OUR BUSINESS PRINCIPLES

FOCUS ON OUR CUSTOMER...

OUR CUSTOMER is part of our business -
not an outsider.

OUR CUSTOMER is the most important person
in our business.

OUR CUSTOMER is not someone with whom to
argue or match wits.

OUR CUSTOMER is not dependent upon us - we are
dependent on them.

OUR CUSTOMER is not an interruption of our work -
but the purpose of it.

OUR CUSTOMER is a flesh and blood human being
with feelings and emotions like us.

OUR CUSTOMER is a person who brings us their
wants; it is our job to fill those wants.

OUR CUSTOMER is deserving of the most courteous
and attentive treatment we can give.