



DELIVERING STRATEGIC SOLUTIONS ACCA'S 2000 ANNUAL MEETING

PROGRESSION OF COMMUNICATIONS RESPONSES THE PARTNERING BETWEEN THE LEGAL TEAM AND THE PUBLIC RELATIONS DEPARTMENT

EVENT 1980 POSSIBLE RESPONSE 2000 RESPONSE

1. *Fire at First Response — No Comment*

Facility

An uncontrolled fire The Emergency Response

is being currently experienced Team at our facility has been

experienced at one of our assisting in containing a fire.

locations, so our liability Our thanks and prayers are if any, is subject to the standard with the team, and force majeure clause in all of as of right now we don't

our supply contracts and purchase know the full impact, orders. if any, the event will have on our operations or our customers. As soon as we have further details we'll let you know.

2. *Government First Response — No Comment*

Investigation

We believe that this is nothing We received notice this

more than a government witchhunt. morning of an inquiry into

We hope they will leave us alone certain aspects of our

and allow us to continue running operations. Our company

our business. fully believes in compliance

with not only the letter but

also the spirit of the law,

and we're cooperating with

the government to insure

that our policy of full
compliance with all laws
has been fully met.

3. *Unfavorable First Response — No Comment*

Jury verdict

The jury has ignored our story and We have received the verdict
the simple facts of this case. of the jury and while we

Without question, we vow to respectfully disagree with it, aggressively appeal in order to we respect the
decision. overturn this verdict. This was a We will carefully review that

"runaway jury." decision along with various

rulings the judge issued
during the trial and complete
that process before we

appeal.
However,
we firmly
believe that
our
company
has
demonstrated
its
commitment
to a
workplace
built on
respect and
dignity.

4 *Product*

Recall First Response — No Comment

Some east-coast establishment We have decided to recall
liberal scientist has done this Product A in light of a
study; it is flawed in every regard. report from the government.

This is simply silly, and will cost We have been selling this product

us millions of dollars, and for X years, and prior to its
probably jobs. introduction we spent X millions testing it for safety. While

we believe
the report to
be
erroneous
we value
our
customers
and their
safety above
all other
considerations
We will not
reintroduce
this product
until we can
confirm, as
we strongly
believe, that
it has no
safety issues
whatsoever.

5. Business First Response: No comment

Restructure We have found that the

The company is stagnating, necessity to improve our so we decided to change company's financial return and
the way things have been done in order satisfy our customers means we

to improve our bottom line and satisfy have to constantly change the way our shareholders. we do business. In
order to reflect this change we are restructuring our business to place our operations in line with what our
customers want and expect, and by doing so we hope to improve the service we give to our customers, and the
financial performance we provide to our shareholders.

6. Environmental First Response — No Comment

Standoff

Anti-industry activists have We recognize this as a major

attacked our practices without even concern to our constituents.

trying to understand what we do We've worked hard to

or why we do it this way. We believe fully comply with and exceed all

that activists have a knee-jerk federal and state regulations

antagonism to anything corporate. and have set standards to address They don't have the knowledge of what these concerns. We've set up they are actually condemning. community forums and meetings with our constituents to educate them on our plans as well as get their feedback and suggestions. We will continue to strive to reach common ground. It's important.

7. Tornado in First Response — No Comment

Facility Town

That's terrible that tornadoes It's terrible that this has

destroyed the town. Luckily happened to our community.

our facility only received We're going to do what we

minor damages. Don't worry can to help the community

employees, we'll have you rebuild itself. Our employees

back in production in no time. who were not severely affected have offered to volunteer with Red Cross, etc., and we are donating money, supplies and warehouse space to help. This is our hometown; we will help rebuild people's homes and lives. We are talking about our neighbors and friends here.

8. Acquisition of First Response — No Comment

Another Company

We have announced that we are We have long said that our purchasing this company, but strategy is to serve the global

we are unable to comment on marketplace from platforms details of the acquisition. We around the world, something

believe this acquisition will be a we've done successfully and money-maker. profitably. This company fits

well with
this strategy,
since it
allows us
the
opportunity
to
significantly
improve
profitability
by
strengthening

our core
businesses.
In the press
release that
we have
already sent
you, you
will find
details of
the cash and
stock
transaction
as well as
what we
expect in
annual
synergies.
Most
importantly
are the new
team
members
who have
joined our
company's
family.

9. Injury of First Response — No Comment

An employee

We are not sure of the details Today at approximately 2 p.m.

of this accident that injured one of our team members

John Doe, one of our employees. was injured. He was We think that a piece of steel fell immediately taken to
the

and hit him on the head. The hospital where he is being

company policy requires all treated for a head injury. We employees to wear hard hats express our deepest
sympathy

at all times in a facility. Safety is a top priority at this company and we will do a thorough investigation to
determine how this accident happened and how we can prevent it in the future. Our number one concern is the
well being of John.

10. Employee/ First Response — No Comment

Union Strike

Our employees have good, We are undergoing well-paying jobs with security. around-the-clock

I believe they are just greedy negotiations with the local union Customers will suffer and members to come to a quick ultimately so will the local resolution that is satisfactory for community. They are the losers. both parties. Our employees are the main focus for the company and our philosophy is to treat everyone fairly. Our customers have been informed and we hope to be back to business with minimum disruption to them. The key is consistent and effective communications.

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