

## Communications Plan Overview

Target Audience	Component	Cost
General	Staged PR campaign for multiple targets  <u>Objective:</u> Communicate value of acquisition and momentum of the company to the industry, including potential and existing customers, partners, resellers, and buyers/investors	\$42,800 over June, July, August
General	Acquisition announcement web site  <u>Objective:</u> Provide concise answers for SIVA's/Progressive's constituencies as well as the industry at large the day the deal is announced	25 hours programming (rate unknown)  8 hours graphic design = \$320
General	Substantial upgrades to <a href="http://www.sivacorp.com">www.sivacorp.com</a>  <u>Objective:</u> Articulate the product strategy and company vision of the merged entity	80 hours programming (rate unknown)  8 hours graphic design = \$320
General	Advertising plan  <u>Objective:</u> Build on the brand recognition established by Progressive's advertising campaigns/SIVA's PR work by advertising the acquisition	\$34,400
Progressive Customers	Call plan...all contacts at all levels of the organization  <u>Objective:</u> Tell our story, address any concerns, position SIVA for an ongoing relationship with these accounts	-0-
Progressive Customers	Road show to meet with key customers  <u>Objective:</u> Same as call plan	\$8,250 based on 3 travelers, 14 room nights, 10 legs to trip, 16 customer visits
SIVA Customers	Call plan...all contacts at all levels of the organization  <u>Objective:</u> Tell our story, address any concerns	-0-
Progressive Resellers	Call plan  <u>Objective:</u> Tell our story, address any concerns	-0-
Progressive Resellers	Event at EXPOtech or conference call TBD  <u>Objective:</u> Facilitate in-person introductions, provide an opportunity for the group to ask questions, introduce new products, use event to motivate channel	Breakfast \$500/conference call per minute charge
SIVA Resellers	Call plan  <u>Objective:</u> Tell our story, address any concerns	-0-
All Resellers	PartnerZone web site	40 hours

## Progressive Acquisition

	<p><u>Objective:</u> Provide a central information source for reseller processes and policies, which will undoubtedly change as a result of the acquisition</p>	programming (rate unknown)
Progressive/SIVA Partners	<p>Call plan</p> <p><u>Objective:</u> Develop unique strategy for each existing relationship and deliver the individual message</p>	-0-
Progressive/SIVA Prospects	<p>Mailer</p> <p><u>Objective:</u> Announcement</p>	<p>Based on 2,000:</p> <p>Printing \$400 (postcard) - \$1,000 (high end piece in envelope)</p> <p>Postage \$740</p>
Progressive/SIVA Prospects	<p>Call plan by sales rep for accounts actively in the sales cycle</p> <p><u>Objective:</u> Ensure the acquisition doesn't disrupt any accounts we are currently working with</p>	-0-
Progressive/SIVA Employees	<p>Employee web site</p> <p><u>Objective:</u> Provide a central source of information about the two companies, post-merge plans, etc.</p>	16 hours graphic design = \$640
Progressive Employees	<p>Celebration event</p> <p><u>Objective:</u> Welcome Progressive employees to SIVA; introduce them to the company, its people and its product</p>	<p>Balloons \$200</p> <p>Giveaways \$600</p> <p>Food TBD</p> <p>SIVA T/E based on 3 = \$900</p>
SIVA Employees	<p>Celebration event</p> <p><u>Objective:</u> Celebrate SIVA's growth; introduce employees to Progressive, its people and its products</p>	<p>Food TBD</p> <p>Progressive T/E based on 3 = \$900</p>

Date	Action	Materials	Owner
June __, 2004	Send Notice of Default to Borrowers	Legal	Lynn's lawyers
Thu, July 1st	Begin design phase for FSTEC booth		
Tue, July 6th	Send Notice of Sale of Collateral (Public Sale) to Borrowers, secondary obligors and secured parties - sale to occur on July 16, 2004	Legal	Lynn's lawyers
Wed, July 7th	Statement to Progressive employees: SIVA has intent to buy	Employee talking points 1	Sebes
	Sebes contacts Progressive customers concerning UCC-9 Public Sale	Customer talking points 1	Sebes
	Statement to Progressive resellers: SIVA has intent to buy	Reseller talking points 1	Sebes
	Statement to SIVA employees	Email	Melvin
Fri, July 9, 2004	Publish ad in The New York Times of Public Sale	Legal	Lynn's lawyers
Wed, July 14th	Media prep for Melvin/Sebes	Talking points	Grosse/JohnstonWells
Sun, July 18th to Wed, July 21st	EXPOtech (resellers conference)-- Progressive has a booth	Q&A for Progressive resellers as a handout at the Progressive booth; copies of joint press release	Grosse for materials; Sebes as key contact at the show
Mon, July 19th	Hold UCC-9 Public Sale		
	Public announcement: SIVA enters into agreement to buy Progressive	External Statement 1 Press release on wire; pitching to media for follow-up stories	Grosse Grosse/JohnstonWells
		Progressive and SIVA customer announcements as part of the acquisition package Acquisition web site go-live	Sebes to obtain permission for Arby's; Melvin to obtain permission for Darden Grosse
		Acquisition announcement on SIVA and Progressive web sites with link to acquisition site	Grosse

Train SIVA employees, Progressive employees. Key group: Sales	FAQ, Talking points	Conference call?
Progressive customer notification program	Master customer list; all contacts (executive, project management, support); Script/follow-up material; Calls	Sebes, Grosse (materials), Relationship owner at Progressive
SIVA customer notification program	Master customer list; all contacts (executive, project management, support); Script/follow-up material; Calls	Kramer, Joyce, Grosse (materials), Relationship owner at SIVA
Progressive reseller notification program	List; calls; script/follow-up materials	Sebes, Tata, Grosse (materials)
SIVA reseller notification program	List; calls; script/follow-up materials	Ferrante, Grosse (materials)
Partner notification program	Strategy by partner; calls	Melvin/Sebes
Progressive prospect notification program	List; calls; script/follow-up materials	Progressive sales team, Grosse (materials)
SIVA prospect notification program	List; calls; script/follow-up materials	SIVA sales team; Grosse (materials)
Start scheduling customer roadshow	Employee web site go-live	Grosse
Thu, July 22nd	Kick-off	Progressive employee event with hostage exchange, t-shirts, caps, product demos, ppts, balloons, etc.
		On-site: Kramer, Joyce, Melvin
Fri, July 23rd	Kick-off	SIVA employee event with hostage exchange, caps, demos, ppts, etc.
		On-site: Sebes, Changela
Mon, July 26th	Christopher at Jack in the Box	
Fri, July 30th	Closing	External Statement 2
		Follow-up press release with customer reaction
		Integrated sivacorp.com web site
		Grosse
		Grosse/JohnstonWells
		Grosse

	Redirected Progressive web site to sivacorp.com (splash page re: acquisition)	Grosse/Lampert
	Publish schedule of department summits; begin integration process	Kramer
Commit to acquisition advertising schedule (September issues)	Advertising plan; creative	Grosse
Direct mail piece to target prospects	Creative/execution	Grosse
Mon, Aug 2nd (possible based on itinerary)	Key customer roadshow (add press as JW to own media schedule; Sebes AA to manage customer schedule?)	Sebes/Melvin
Mon, Aug 2nd	Begin construction on FSTEC booth	
mid-August	Analysts push (3)	Grosse/JohnstonWells

## Acquisition Communications Plan Preliminary Budget

	Projected	Actual
<b>PR Campaign</b>		
Campaign planning and execution	28,800.00	
Analyst roadshow	10,600.00	
Copywriting for acquisition web site	1,800.00	
Preliminary FSTEC planning	1,600.00	
		42,800.00
<b>Acquisition Announcement Web Site</b>		
25 hours programming	rate unknown	
8 hours graphic design	320.00	
		320.00
<b>SIVAcorp.com Upgrades</b>		
80 hours programming	rate unknown	
8 hours graphic design	320.00	
		320.00
<b>Advertising Plan</b>		
QSR Magazine	9,700.00	
Internet Retailer	5,200.00	
Nation's Restaurant News	19,500.00	
		34,400.00
<b>Progressive Customer Roadshow (16 Customers)</b>		
Hotel for 3 (estimated 14 nights)	5,250.00	
Travel for 3 (estimated 10 legs)	3,000.00	
		8,250.00
<b>Reseller Breakfast at EXPOtech</b>		
20 attendees at \$25/each	500.00	
Email/phone/fax invitation	0.00	
<b>PartnerZone Web Site</b>		
30 hours copywriting at \$75/hour	2,250.00	
20 hours programming	rate unknown	
Note: Graphics done		2,250.00
<b>Direct Mail Announcement</b>		
Printing (2,000 quantity)	1,000.00	
Postage	740.00	
		1,740.00

<b>Employee Acquisition Web Site</b>			
Graphic design/site development	640.00		640.00
<b>Progressive Employee Event</b>			
Balloons	200.00		
T-shirts/hats	600.00		
Food (estimate)	500.00		
SIVA staff T/E (based on 3)	900.00		
			2,200.00
<b>SIVA Employee Event</b>			
Food (estimate)	300.00		
Progressive staff T/E (based on 3)	900.00		
			1,200.00
<b>Current Total (Minus Web Development)</b>			94,120.00