

balfour

The New Face of Achievement

QUESTIONS AND ANSWERS

BRAND

Why Balfour? Why not Taylor? Why couldn't we just say Balfour/Taylor or Taylor/Balfour?

The reason for Balfour is simple: Balfour is our consumer brand. In testing among students, parents and educators, Balfour was the name that our customers recognized most. By using the brand equity of Balfour, we can focus quickly on becoming a more powerful youth marketer, growing our business and accelerating the value of our products in the marketplace.

Is the company in financial trouble? What if there's a rumor on the street that Taylor is going out of business?

No, just the opposite. Unlike most companies, we are in an enviable position to infuse substantial capital, to innovate and to promote marketing excitement that will position our company to be more relevant in the future. Attached is an affirming, state-of-the-business letter from our CFO that you can share with your customers.

What about the Art Carved, Keepsake and other retail brands?

No change here. While we are transitioning our on campus brands – Balfour, Taylor Publishing, CB Announcements, and Powers – into one brand (Balfour) to unify our business and maximize our marketplace opportunity. All AAC retail brands including Art Carved, Keepsake and Keystone will remain individual brands.

What can I say to my customer to make him/her feel good about this announcement?

With one brand (Balfour), one clear voice and extensive marketing support, we will provide our customers with the most innovative and relevant school publishing and scholastic products in the industry.

How and when are you going to tell my customers?

All the details – timing, content and design components -- of the Balfour brand launch will be discussed at this meeting. They are also identified in your unification kit. We will be distributing today (July 12) the press release and mailing a copy of it to all K-12 principals and advisers, our college advisers and journalism associations. Please call your customers and share this good news with them.

1 of 10 pgs.

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