

Marketing Initiatives

Major activities through 7/31/00

- Implement ConnectSouth Brand Image Program
- Alternate marketing campaigns for market momentum
 - Rollout demand generation messaged programs
- Implement web advertising strategy
 - Partnerships
 - Banners and Bulletin Boards
 - Industry and Partner site links
 - Regional affinity/association site links

Marketing Initiatives

- Implement web site enhancements
- Rollout Wholesale Agent Co-op Support Program
- Implement vendor co-op advertising capital
- Enhanced marketing collateral and sales tools
- Bring creative and production in-house