



A Unique
Perspective

A Third Person Strategic
Communications Retrospective



A Unique Perspective

Most advertising agencies and web designers think and speak in the First Person. They say, "I can do Flash. I know JAVA. I cost an arm and a leg."

Some firms are farsighted enough to speak in the Second Person. Typically, they spend most of their time asking about you and your company. "How can we help you? What do you want to do? How much can you afford?"

However, we named our advertising and web design company "**Third Person**" to remind us that our real task is to see things from **your audiences' point of view**. After all,

- **THEY** are the customers who buy your product or use your service.
- **THEY** are the donors or investors who give you money.
- **THEY** are the employees who fulfill on your offer.
- And **THEY** are the ones who will ultimately make **YOU** successful.

Whether we design an elaborate web site, a simple direct mail postcard, a television commercial, or any other type of marketing or advertising strategy for you, we always start by asking the questions about the Third Person, such as "Who is this for?" and "Why should they care?" By always approaching advertising and web sites from the end user's point of view, we create unique, effective, and compelling strategies that speak directly to **THEIR** needs and desires while helping **YOU** succeed.

Our Work... Works

Turn the page to view how Third Person's customer-oriented strategies help companies, both large and small, realize their goals.



Developing messaging that speaks to businesses

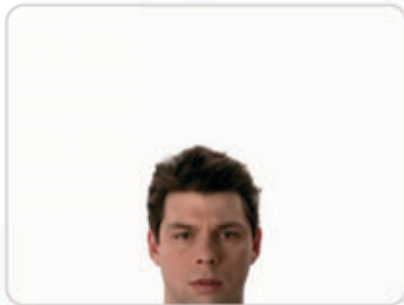
Just one week after launching a new television ad campaign designed by Third Person, Inc., Valpak Direct Marketing Systems, Inc., best known for the Blue Envelope, saw call volume to its main sales telephone number jump by 1,745%.

**. . . Sales call volume increased by 1,745% —
(The phone) is literally ringing off the hook . . .**

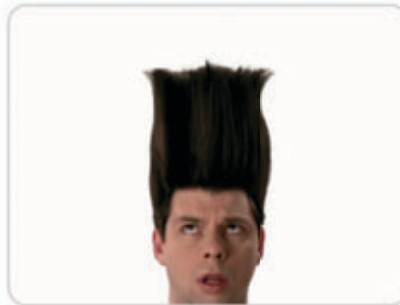
"This is the first time we've developed a national business-to-business campaign," says Melissa Fisher, Senior Vice President of Marketing and Communication at Valpak. "We wanted to increase general awareness among businesses and ultimately get our phone to ring. We're thrilled that it's literally ringing off the hook!"

The new Valpak campaign which launched nationwide in February 2008 features messaging that targets the concerns of small businesses while also including messages for consumers.

"While most businesses talk directly to consumers or other businesses, Valpak is unique in that it has a strong offer for both audiences," explains Michael Caughill, Partner and Creative Director at Third Person, Inc. "Consumers are looking for ways to save money while businesses are looking for ways to reach potential customers."



Shot 1: Open on man facing camera



Shot 2: Man's hair begins growing
Audio: Only Valpak can help hair salons grow...



Shot 3: Hand with trimmer appears
Audio: ...while cutting the cost of hair cuts...



Shot 4: Hair is trimmed
Audio: ...for you and your family.



Shot 5: Valpak envelope drops
Audio: Valpak and valpak.com



Shot 6: valpak.com info fades up
Audio: There's something in it for you..

Valpak

Television Ad: "Where Business and Savings Grow – Haircut"

2008 Business-to-Business Advertising Campaign



Valpak

Web Site Redesign: Business-to-Business Conversation



You deal in Dalmatians.
We help you spot more customers.

Pet businesses like yours mailed more than 140 MILLION ads in The Blue Envelope™ last year alone! That's because advertising in the blue envelope is the most cost-effective way to fetch more customers. Call us today and discover how our researched and tested mailings can help you get more customers to come...and stay.



Start growing your business today
 by calling (800) 661-0967
 or visiting Valpak.com/advertise

"Valpak gives us good redemption results.
 Valpak is always the leader in direct mail!"
 — JIMMY ANDERSON, GENERAL MANAGER, CHOICE PET SUPPLY



You deliver pizzas.
We deliver customers.

Pizza restaurants like yours used The Blue Envelope™ to deliver over 505 MILLION ads to potential customers last year alone! That's because they know that the blue envelope is the most cost-effective way to keep their phones ringing. Let our researched and tested mailings connect you to your perfect customers: people who live near your locations, have more money to spend, and love pizza as much as they love using coupons!



Start growing your business today
 by calling 1-866-213-5908
 or visiting Valpak.com/advertise

"Valpak has been part of our marketing plan for
 over 10 years. We've found it to be cost-effective
 in a competitive environment."
 — CLAY GONZALEZ, JOHNNY'S

Valpak

Direct Response Print Ads: "Dalmatians" and "Pizza"

Harley-Davidson

Driving new sales to dealers

When Harley-Davidson first approached Third Person about developing a new strategic advertising and marketing campaign for a new software program they were launching, they had very specific goals in mind. Namely, they needed to achieve a specific amount of sales within a definitive time period. And, they wanted to kick off sales at trade show happening in a very short period of time.

. . . By the end of the three-day trade show, new software sales had exceeded the entire six-month sales goal . . .

The Third Person team knew that pulling together a multi-faceted, customer-focused campaign in the required timeframe was a tall order, but they were up to the challenge. Very quickly, the team pulled together a compelling campaign featuring outdoor signage, trade shows, direct mail, sales collateral, and other assorted elements with powerful messaging and visual elements.

The results were astounding.

"By the end of their three-day trade show in which they announced the Connect product, Harley-Davidson had met and exceeded the sales goal for the entire campaign," said Brett Hagland, Account Executive for Third Person. "To say that Harley-Davidson was pleased with the results (of the Connect campaign) is putting it mildly."

There is no "one size fits all" tag on a motorcycle.



Why should there be one on h-dnet.com?

Introducing the new h-dnet.com

Chances are, each dealership employee has different roles and responsibilities. And, we're guessing that each of those people probably has different preferences when it comes to working. Now that individuality can carry over to h-dnet.com!

What's New?

The question should be, "What isn't new?"
h-dnet.com has been completely overhauled to offer you the following benefits:

- The site is organized the way your dealership operates.
- Information will be targeted to you based on your department and (or) role(s) at the dealership so you can quickly see what pertains specifically to you.
- Improved navigation and a new robust Search Engine will help you quickly and easily find the information and tools you need.
- The site can be personalized based on your needs, allowing you to make the tools and information you use regularly available from anywhere on the site.
- A new "My Reminders" section on the Home Page will let you set and monitor reminders to remember based on your department and/or role(s).



My Links
Link to your favorite tools and resources.

Search
Find what you need in seconds.

My Reminders
Set and monitor reminders to remember based on your department and/or role(s).

My Communications
View and manage your communications.

My Tools
Link to your favorite tools and resources.

Navigation made easier; no GPS device required

No need for standing around the new h-dnet.com. Content is organized into three main areas, each with intuitive navigation for its content.

Departments

Just for your dealership, this section is broken into vehicle Sales, Service, Parts & Accessories, General Merchandise, Finance & Insurance, and E-Commerce. Rider's Edge and Rentals (if applicable).

General Operations

This information may apply to people throughout the dealership. The information may include: Training, Merchandising, Marketing & Advertising, Customer Outreach, Business Development, and Dealership Management.

Communications

All Harley-Davidson, Inc. communications such as dealer letters, press releases, newsletters, and more and updated content added to the site can be found in one location.

It's not an Evolution® or a Revolution®

But this is one powerful search engine

The improved h-dnet.com gives you several searching options:

- A quick search available on every page lets you search on key words.
 - The advanced search lets you enter key words and search within specific criteria (e.g., a specific department, a certain timeframe, etc.).
 - A search in the Service section keeps your search narrowed to Service documents.
 - A Map in the Communications area lets you narrow your view to a specific type of communication type (e.g., Dealer letters only).
- No matter which search you use, you're guaranteed to find the results you want.

Here's what you'll find on the Area-level pages within Departments and General Operations:



Departmental & General Operations
Find what you need in seconds.

Communications
View and manage your communications.

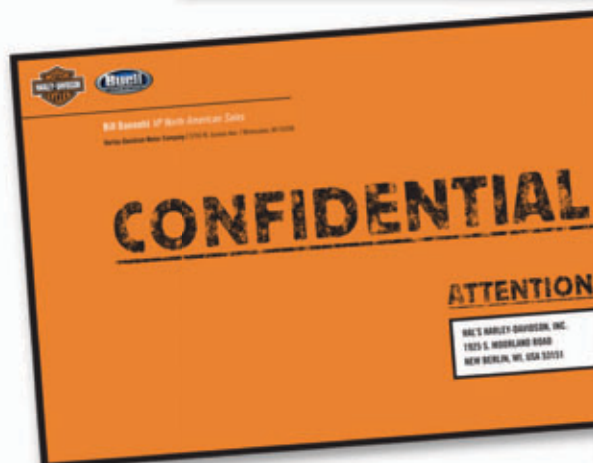
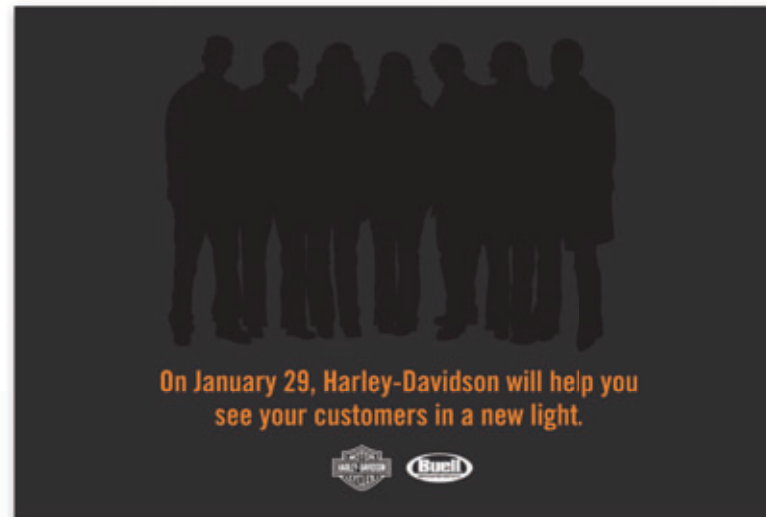
Service Documents
Find what you need in seconds.

Search
Find what you need in seconds.

My Reminders
Set and monitor reminders to remember based on your department and/or role(s).

Harley-Davidson

CONNECT Direct Mail Flyer



Harley-Davidson

CONNECT Teaser Direct Mail Package

Batteries Plus

Powering Up Results from Television Ads

When Batteries Plus decided they needed some new life in their franchise advertising, they turned to Third Person, Inc., the Milwaukee advertising agency with expertise in franchise advertising and branding.

"We like to think of the new commercials as the way crowd sourcing should be done in advertising," said Caughill. "Instead of asking the general public to create the campaign idea, we're using their content within our creative framework."

**. . . The new ads cost 50% less to produce
and are getting much more attention . . .**

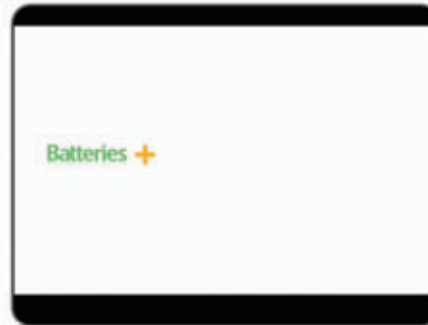
The results are compelling. The franchise name, the most important asset of a franchise organization, is front and center throughout the entire commercial. Plus, the total campaign costs are jaw-droppingly low – **over 50% less than their previous production totals.**

"We didn't have to shoot anything," said Caughill. "And, since these are mostly videos posted to YouTube, we were able to obtain the rights to our chosen ones pretty inexpensively. But the best part is that the results are top notch. They're fun and professional."

Batteries Plus is already seeing results too. Franchise owners are raving over the new spots, and one of their early commercials was discussed fervently on certain blogs. "They've never had commercials that attracted this kind of attention. We're happy that we could deliver this to them," said Caughill.



Shot 1:
Music begins as word "Batteries" appears



Shot 2:
Sound effect plays as a plus sign appears



Shot 3:
Tractor engine starts up as a tractor icon appears



Shot 4: Video of a lawn mower going across camera begins playing
VO: We heard you saved \$5 on a new battery for your riding lawn mower at Batteries Plus



Shot 5: Video shows a dog riding the lawn mower
VO: You lucky dog. Save \$5 on lawn and garden batteries right now at Batteries Plus.



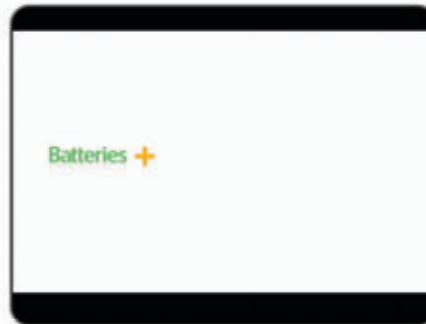
Shot 6: Batteries Plus logo, tag and web address
VO: Batteries Plus. Find the battery you need to replace at the replace it place.

Batteries Plus

Television Commercial: "Riding Lawn Mower"



Shot 1:
Music begins as word "Batteries" appears



Shot 2:
Sound effect plays as a plus sign appears



Shot 3:
Car horn honks as a car icon appears



Shot 4: Video plays of an elephant approaching a parked car
V0: Right now at Batteries Plus we're offering free installation on all of our car and truck batteries...



Shot 5: Video Show Elephant Putting Trunk into Car and Car Driving Away
V0: Because sometimes you really need to know that your vehicle is going to start.



Shot 6: Batteries Plus logo, tag and web address
V0: Batteries Plus. Find the battery you need to replace at the replace it place.

Batteries Plus

Television Commercial: "Elephant"

Some of Our Other Work

Turn the page to view samples of Third Person's customer-oriented advertising and web designs.



It's all about a *beautiful package*.

THE MOST DESIRABLE SAMPLE PACKAGES ARE MADE WITH GLENROY FILM.

LEARN MORE BY CALLING 800-824-1482



OR ONLINE AT WWW.GLENROY.COM

Glenroy, Inc.

Print Ad: "Beautiful Package"

Designed to launch the Glenroy product line to the cosmetics and personal care industry.



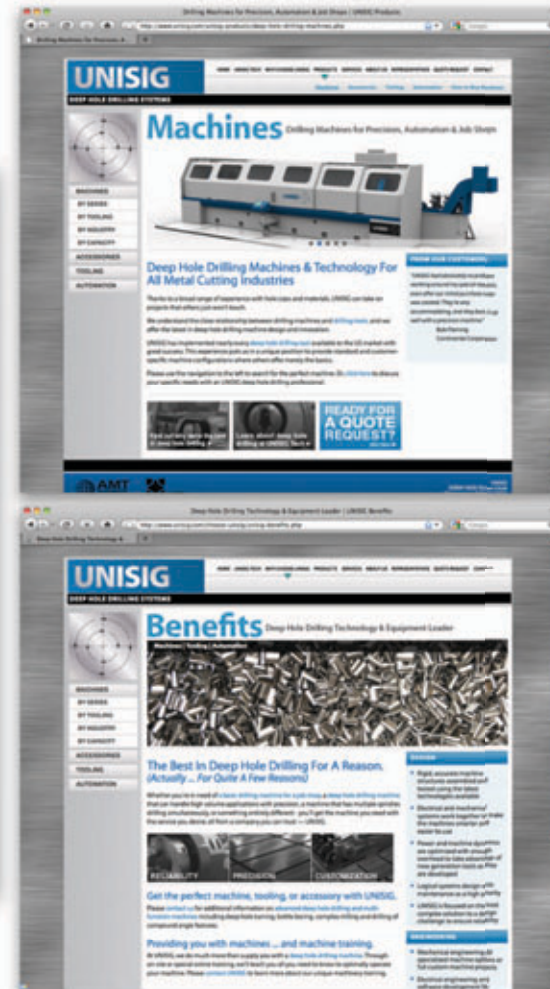
A look that *can't be ignored*.

Sample packages that make people pay attention are made with Glenroy film.
Learn more by calling 800-824-1482 or online at www.glenroy.com.



Glenroy, Inc.

Print Ad: "A Look"



UNISIG

Web Site Redesign

www.UNISIG.com



THE ECONOMY MAY HAVE SLOWED DOWN, BUT OUR NEW PRODUCT DEVELOPMENT ACCELERATED.

Brady continues to invest in research and development of proprietary products in fiscal 2009. The focus has been on developing new products to help customers improve their productivity, efficiency and safety. Key highlights include:

- NEW PRODUCTS DEVELOPED IN FISCAL 2009 INCLUDE:**
 - Brady's new line of "Formaldehyde" free markers:** Brady's new line of "Formaldehyde" free markers is a significant step forward in the marker market. These markers are designed to be used in schools, offices, and other environments where formaldehyde is a concern. They are also designed to be more durable and resistant to fading.
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WHILE OTHER COMPANIES WERE LOOKING FOR A WAY TO SURVIVE, WE STARTED WORKING ON A WAY TO SUSTAIN.

STRATEGY FOR SUSTAINABILITY

Sustainability has been defined as meeting today's needs without compromising the ability to do so in the future. While it is often thought of as a "green" concept, it is a much broader concept that encompasses environmental, social, and economic factors. At Brady, we are committed to sustainability in all aspects of our business, from the products we develop to the way we operate our facilities.

SUSTAINABLE COMPANY: IMPROVING OUR ENVIRONMENTAL FOOTPRINT

- Improving energy efficiency: We have implemented a number of measures to reduce our energy consumption, including the use of energy-efficient lighting and equipment.
- Reducing waste: We have implemented a number of measures to reduce our waste, including the use of recycled materials and the implementation of a recycling program.

SUSTAINABLE CUSTOMERS: WORKING TO MEET THE NEEDS OF OUR CUSTOMERS

- Improving customer satisfaction: We have implemented a number of measures to improve our customer satisfaction, including the implementation of a customer feedback program and the use of social media to engage with our customers.
- Reducing carbon footprint: We have implemented a number of measures to reduce our carbon footprint, including the use of renewable energy and the implementation of a carbon footprint program.

SUSTAINABLE COMMUNITIES: A COMMITMENT TO BUILDING COMMUNITY PARTNERSHIPS

- Investing in community development: We have implemented a number of measures to invest in community development, including the implementation of a community development program and the use of social media to engage with our community.
- Supporting local businesses: We have implemented a number of measures to support local businesses, including the implementation of a local business support program and the use of social media to engage with our local businesses.

CRISIS ON WALL STREET

8089.49

AND OUR BUSINESS CAN WITHSTAND THE WORST ECONOMIC CRISIS IN NEARLY 100 YEARS.

Dear Fellow Shareholders,

Fiscal 2009 was a very challenging year. We were off to a very good start; the first quarter was the best quarter in the history of the company in terms of profit. But we could already see big black clouds forming on the horizon in what turned out to be the worst recession since the Great Depression.

None of us, nor any economist, politician or business leader knew at that time how bad things could get. To ensure the future of the company and preserve profitability and cash flow we decided to act quickly and drastically adjusted our cost structure. The most painful decision we had to make was to reduce our global workforce by approximately 25 percent, freeze salaries and wages, and cancel bonuses for everyone in the company. In addition we significantly cut back discretionary spending, worked with suppliers to reduce purchase prices, reduced capital expenditures and working capital, and stopped making acquisitions.

Our fast and aggressive actions to reduce our cost structure not only preserved profitability, cash flow and a strong balance sheet, but also allowed us to invest in multiple areas to strengthen the company's competitive position. In particular, we maintained or stepped up our investments in new product development, e-commerce, the Brady Business Performance System (BPS) and several new software systems to increase productivity. You can read more about these investments in the following pages.

As a sign of confidence in our continued financial strength, we also decided to increase our dividend. This marks the 24th consecutive year of dividend increases.

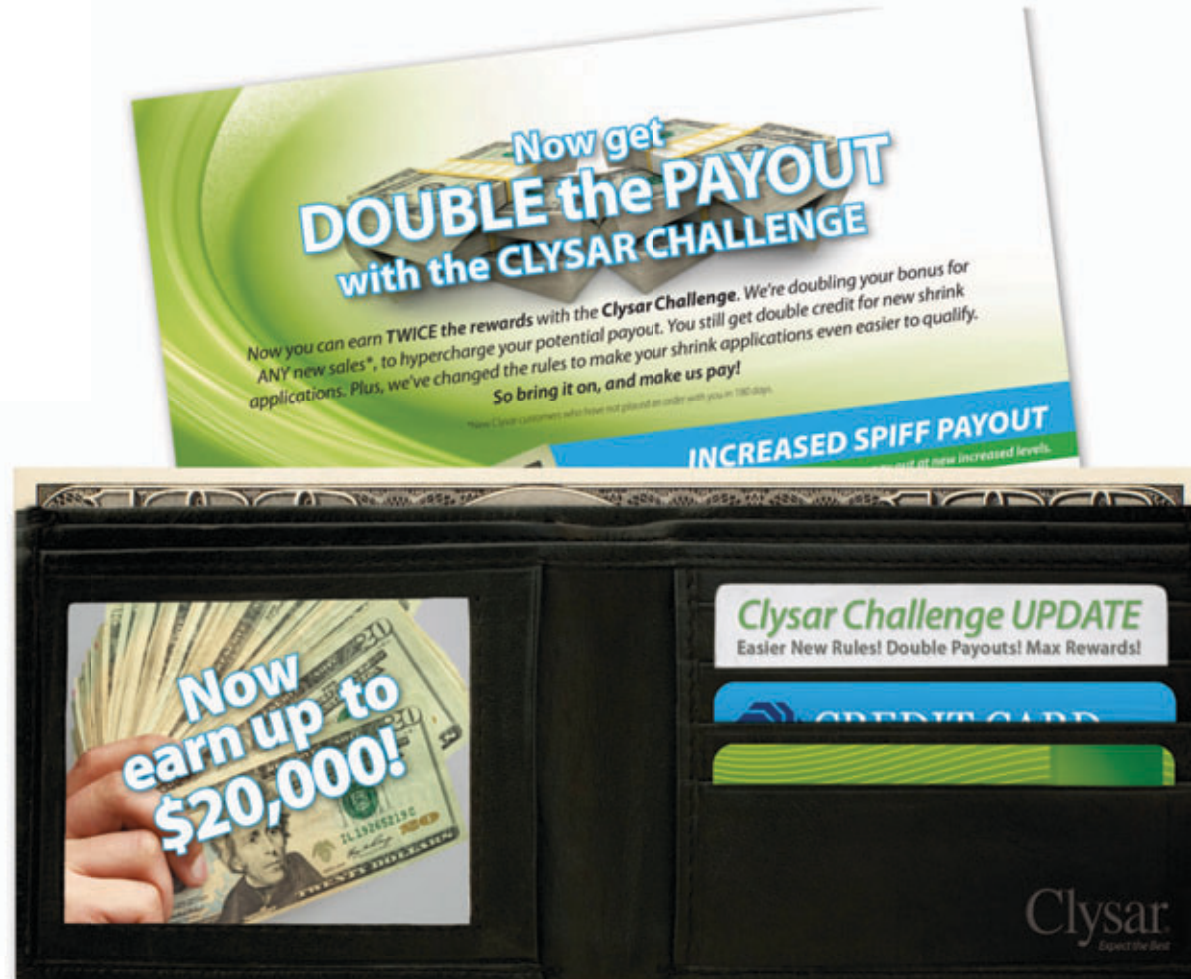
In financial terms, we ended the year with sales of \$1,209 billion, down \$314 million from last year, with net income of \$90 million excluding restructuring charges (\$70 million including restructuring charges), down \$42 million from last year, with strong cash flow from operations of \$127 million.

Our first priority continues to be creating long-term shareholder value, and our vision to be the market leader in all our businesses remains unchanged. As we look to fiscal 2010, we are excited about our prospects, our financial strength, our brands, the quality of our products and the commitment of our employees. We look into the future with confidence as we anticipate the investments we have made in 2009, and will continue to make in 2010, will position us well for the eventual economic recovery.

I thank you for your support.

Frank M. Bennett
President and CEO

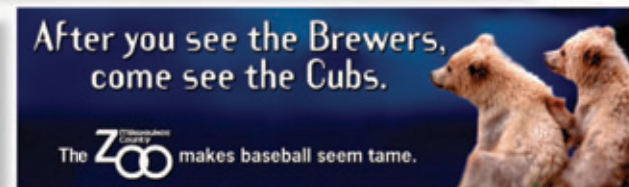
BRADY'S 2009 FORM 10-K IS AVAILABLE IN ITS ENTIRETY ELECTRONICALLY AT WWW.BRADY.COM/FORM10K. FINANCIAL STATEMENTS MAY BE REQUESTED DIRECTLY THROUGH BRADY'S INVESTOR RELATIONS DEPARTMENT BY CALLING 800-475-5173 OR BY E-MAIL AT IR@BRADYCORP.COM.



Brochure tri-folded to simulate a wallet stuffed with cash.

Bemis Clysar

Direct Mailer: "Double the Payout"



Milwaukee County Zoo

"Makes anything else seem tame" Promotional Billboards

WAITING FOR A SLOW BOAT FROM CHINA? HERE ARE FIVE REASONS NOT TO:



1. The Industry's Fastest Throughput

Parts from overseas can require a 12-16 week lead time (not to mention the long boat trip for delivery). Signicast's proprietary technology reduces lead times to as little as 1-4 weeks and provides throughput in 4.5 days.

2. Faster New Product Launches

Signicast can launch a new part with production-ready tooling in as little as TWO WEEKS. Signicast's systems are designed to launch customer's new products to market as fast as needed.

3. True Just-In-Time Delivery

When your suppliers are an ocean away, it's nearly impossible to achieve true just-in-time delivery. Signicast has 56 work-in-progress inventory turns annually to provide customers with an on-time delivery rate of almost 100%.

4. Concurrent Engineering

Signicast's 25 award-winning engineers will work with you from conception to provide technical assistance and a sound design that will result in the lowest overall cost with design for manufacturability as our focus.

5. Technologically Advanced Processes

Signicast's state-of-the-art production facilities provide unrivaled process control, repeatability, and reliability. Advanced robotics and custom software help us deliver the highest quality components in the shortest times possible.

SO THE QUESTION IS WHICH DO YOU HAVE MORE FAITH IN:
SLOW BOATS OR SIGNICAST?



**MADE BETTER
FASTER
SMARTER IN AMERICA**

IN THE LAST FEW YEARS, MORE AND MORE AMERICAN MANUFACTURERS SEEM TO BE GOING OVERSEAS FOR THEIR VITAL PARTS. BUT WHILE THE INITIAL SAVINGS CAN SEEM COMPELLING, THE LONG-TERM CONSEQUENCES CAN OFTEN BE DISTURBING. DISCOVER FOR YOURSELF HOW MUCH BETTER A SIGNICAST SOLUTION WOULD BE FOR YOUR PRODUCT.



CALL (262) 673-2700 TODAY TO LEARN MORE, REQUEST A QUOTE, OR ARRANGE FOR YOUR FREE PERSONAL TOUR OF ONE OF AMERICA'S MOST-ADVANCED MANUFACTURING FACILITIES. GET YOUR NEXT PART MADE RIGHT, RIGHT AWAY, AND RIGHT HERE AT SIGNICAST IN AMERICA.

Signicast Investment Castings

Print Ad Campaign: "Slow Boats"

"Many calls and requests quotes that we've received are directly attributable to these ads"

DO YOU REALLY WANT TO LEARN HOW TO SAY "RECALL" IN CHINESE?



HERE ARE 5 REASONS TO CALL SIGNICAST, INSTEAD.

1. The Highest Level of Quality

Even though we're not the lowest price option, our quality is second to none. We'll deliver your products at the highest quality standards, on-time, resulting in the lowest total cost. When it comes to your engineering components, you can't always trust your reputation to the supplier with the lowest piece price.

2. Technologically Advanced Process

Signicast's state-of-the-art production facilities provide you with unrivaled process control, repeatability, and reliability. To ensure your needs are met, Signicast has a dedicated team of experts that constantly develop new technology to meet your ever-changing requirements.

3. True Just-In-Time Delivery

When your suppliers are an ocean away it is impossible to keep inventories low. In today's fluctuating market that means you can be stuck with months of inventory or not enough inventory, resulting in missed sales. With our Just-In-Time delivery, we can respond rapidly to an engineering change for an existing part or a new product launch.

4. No Outsourcing

We have built our company to be vertically integrated, so processes are not outsourced to vendors unknown to you. We offer you in-house tooling, heat treat, machining, powder coat painting, and other finishing services at unprecedented lead times. In short, we like to finish what we start at faster speeds than anyone else.

5. Rapid Problem Solving

No one is perfect, but our systems prevent deviation from your material specifications and provide complete part traceability enabling our team of manufacturing and engineering experts to ensure that your issues are minimized and resolved very quickly. For our customers, everything is a priority.



**MADE BETTER
FASTER
SMARTER IN AMERICA**

"Recall" isn't a word you want to hear in any language, but when it's in a different language, you have to deal with the physical distance and cultural differences that can multiply the effect of even a simple product recall.



On the other hand, if you're looking for exceptional quality, unmatched service, and the security of knowing that your part supplier is right next door, the only thing you have to recall is our phone number: (262) 673-2700.

Signicast Investment Castings

Print Ad Campaign: "Recall"

"This is the first time we've run ads that are as targeted as these. We're thrilled with the results."



The Services that Matter

At Third Person, Inc., we are experienced in developing award-winning (*and, more importantly, customer-winning*) advertising and communications strategies in many mediums, including:

Advertising

- Internet
- Outdoor & Transit
- Print
- Radio
- Television

Collateral Development

- Brochures
- Catalogs
- Media Kits

Corporate Identity

- Brochures
- Business Cards
- Identity Guidelines
- Letterhead & Envelopes
- Logo Development

Direct Mail

- List Procurement
- Writing, Design & Analysis

Multimedia Design

- Custom Online Software Development
- Interactive CD-ROMs, DVDs
- Online Presentations
- Power Point Presentations

Retail Services

- Packaging Design
- Point of Purchase

Strategic Development

- Brand Development & Design
- Competitive Analysis
- Marketing/Media Plans
- Message Platforms
- Positioning Lines
- Target Audience Research

Strategic Marketing

- E-mail Marketing
- Guerilla Marketing
- Search Marketing
- Social Media Marketing

Trade Show

- Strategy
- Implementation
- Design
- Promotional Items

Web Development

- Experience Mapping™
- "Online On-Time Guarantee"
- Site Architecture
- User Interface Design
- Basic Search Engine Optimization Services
- Search Marketing Set-up, Analysis, and Optimization
- HTML
- DHTML
- PHP
- Flash
- L.A.M.P.



The Best Companies

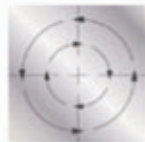
We, at Third Person, are so fortunate to be able to work each and every day with some of the best people who represent some of the this nation's finest companies, both large and small. A sampling of our client list, with referrals, is below.

BatteriesPlus. 



**BEACON
HEALTH**

Carlson
Tool & Manufacturing Corp.



Valpak



**CENTER for
COMMUNICATION
HEARING &
DEAFNESS**

Brady Corporation
Carole Herbstreit-Kalinyen
Director of Communications
6555 West Good Hope Rd.
Milwaukee, WI 53223
(414) 438-6882

Signicast Corporation
Todd McDonald
VP, Sales & Marketing
1800 Innovation Way
Hartford, WI 53027
(262) 790-7000

Beacon Health
Richard Omdahl
Chief Executive Officer
12308 N. Corporate Pkwy.,
Suite 100, Mequon, WI 53092
(262) 243-6100, Ext. 103

CDHH
Kerry Malak
Communications Manager
10243 W. National Ave.
West Allis, WI 53227
(414) 604-2200

Milwaukee Symphony Orchestra
Susan Loris
VP Marketing & Communications
700 N. Water Street, Suite 700,
Milwaukee, WI 53202
(414) 225-1949



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