


CAMPAIGN PLANNING CHECKLIST FOR INVESTOR ACTION

Are you concerned with the long-term viability of a publicly traded company in which you hold shares? Is management missing an important opportunity? Do you have a great idea for change that will add shareholder value?

If so, don't just dispute, contribute. Effective shareholder activists do more than flash spotlights on problems. They volunteer solutions and propose alternatives. So stop complaining and start explaining.

TheShareholderActivist.com™ is your source for information for responsible shareholder activism. To get you started and help develop your plan of action, TheShareholderActivist.com offers this complimentary checklist to help you envision the actions you can take to advocate for meaningful change.

| CAMPAIGN ACTIVITY  | |
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| ➤ Research and Document Your Concept for Change | |
| ➤ Identify Specific Goals and Draft a List of Milestones You Envision | |
| ➤ Rally Fellow Shareholders and Form a Campaign Committee | |
| ➤ Create a Campaign Action Plan and Strategy Document With Supporters | |
| ➤ Envision Full Scope of Campaign, Estimate Costs, Identify Funding sources, Create a Budget | |
| ➤ Reserve Your Campaign's Domain Name and Launch a Campaign Website or Blog | |
| ➤ Begin Building a Knowledge Base of Research and Financial Documents for Reference | |
| ➤ Start Building Your Community of Supporters with an e-Petition | |
| ➤ Organize a Letter Writing Campaign to Begin Communication With Management | |
| ➤ Create a Facebook Page and/or Titter Feed and Post Regularly | |
| ➤ Launch a Monthly Newsletter to Keep Supporters Updated and Engaged | |
| ➤ Research a List of Analysts Tracking the Company, Collect Research, Engage in Dialogue | |
| ➤ Identify the Investor Relations Points of Contact at the Company | |
| ➤ Draft a Shareholder Proposal for Submission to Management | |
| ➤ Consult With an Attorney that Specializes in Shareholder Actions | |
| ➤ Hold Regular Meetings With Supporters / Stage a Peaceful Rally | |
| ➤ Create a Media List, Send Out Regular Releases, Request Meeting with Editorial Board | |
| ➤ Designate a Campaign Spokesperson and Invest in Media Training | |
| ➤ If Relevant, Approach a Celebrity that Has Expressed Interest in Your Cause | |
| ➤ Identify a Photographer to Add Pictures and Images to Your Media Library | |

We hope this checklist helps you get started. For more information on these strategies and tools for shareholder activism, please check out: "Sounding the Call: Campaign Communications Tactics for Shareholder Activists," is an essential guide to the basic building blocks of campaign communications, by visiting <http://theshareholderactivist.com/ebook/>, email us at Info@TheShareholderActivist.com.