

**Dear Customer, Wholesaler:**

After months of consultation with our key customer groups, we have developed a new consumer campaign message, **Living Electrical**.

Clipsal is now about choice, innovation and design and how it impacts on every aspect of our lives. We believe that **Living Electrical** delivers that promise. Importantly, the new line says "electrical" which makes it quite clear to all consumers what category we're in.

**Living Electrical** will officially roll out at the **2007 Clipsal 500**, March 1-4 on all signage, the Essential Checklist and other promotional materials.

In addition, we are saying goodbye to Tara Dennis, the interior designer that features on our Essential Checklist. We felt the time was right to move on and give our Checklist a total new look.

***This may represent some significant changes to the signage and promotional displays in your business. We would ask you to undertake the following:***

1. Our contract with Tara ends on **March 31, 2007** so please remove any Clipsal displays or promotional material with her image. Contractually, we have 3 months grace ie. until June 30, 2007 to honour the request otherwise we risk legal action.
2. Please do not feel compelled to replace any "every, room, every home" displays or signage you may presently use. However, should you be planning to update a display area or update a vehicle, we would encourage you to adopt the new **Living Electrical** message. Simply go to the following webpage to download a **Living Electrical** logo:

[http://www.clipsal.com/trade/about\\_us/communications/  
services/Creative/Downloads/Logos](http://www.clipsal.com/trade/about_us/communications/services/Creative/Downloads/Logos)

Go to the following webpage to download the **Living Electrical** style guide:

[http://www.clipsal.com/trade/about\\_us/communications/  
services/Creative/Downloads/Style\\_Guide](http://www.clipsal.com/trade/about_us/communications/services/Creative/Downloads/Style_Guide)

We apologise for any disruption this may cause you however I'm sure you will agree that the new **Living Electrical** message is a very positive new direction that will take our consumer campaign to the next level and generate increased sales for the electrical industry.

Kind regards,



**Paul McFarlane**

Manager, Customer Relations & Communications  
Clipsal Australia Pty. Ltd.