

Dear staff member,

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 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.

Please refrain from using the 'every room, every home' message on **any new promotional material** and replace with the *Living Electrical* message. If you have any existing stationery or promotional materials carrying the old message, you may continue to use them.

Please visit the **Clipsal Communications website** to see the *Living Electrical* logos and style guide. The **style guide** will provide you with full details of the new logo and its correct usage. Simply go to the following webpage to download a version in the format you require:

[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)

Other significant changes:

- We're 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. Our contract with Tara ends on **March 31, 2007** so please advise your customers carrying any Clipsal displays or promotional material with her image to replace them. Contractually, we have 3 months grace ie. until June 30, 2007 to honour the request otherwise we risk legal action.

Please give the new *Living Electrical* campaign your full support. If you have any further enquiries regarding the new campaign, please contact Clipsal Communications or visit the Communications website.

Kind regards,



Paul McFarlane

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