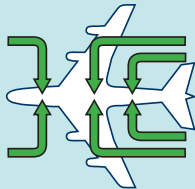


BAKER & DANIELS

Your *Identity Launch* Safety Card

BEFORE AND DURING LAUNCH, FOLLOW THESE PROCEDURES CAREFULLY

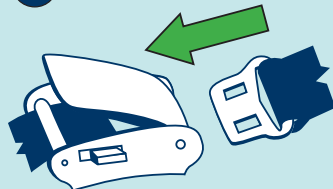
1 BOARD THE FLIGHT



2 FIND YOUR SEAT



3 BUCKLE YOUR SEATBELT



BEFORE LAUNCH

Disposal of All Old Materials



Remember to dispose of all old business cards and letterhead.



Keeping old business cards and letterhead will lead to clutter and may be a fire hazard.



AVOIDING EMERGENCIES

Use the Right Bait



Attract new clients by carrying and distributing only your new, color business cards at all times.



In the event of a water-landing, old, black and white business cards can attract sharks.

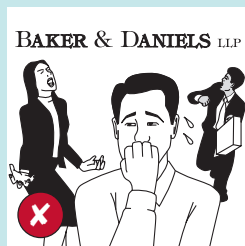


DURING FLIGHT

Show Them Who We Are



Use only the new logo on all materials.

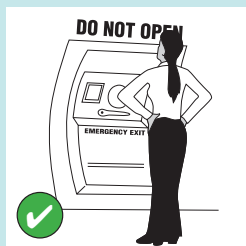


Use of unauthorized logos may lead to wide-spread panic.

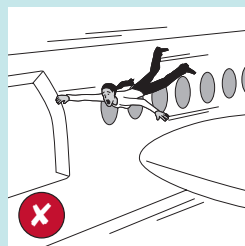


DURING FLIGHT

Follow Instructions



Please follow all style instructions in the Style Guide, located in Conrad's Quick Links, above B&D Frequent Forms.



Ignoring instructions can be very dangerous.



DURING FLIGHT

Keep Your Information Fresh



Deliver time sensitive info as quickly as possible with e-newsletters, before it expires.

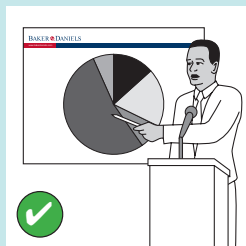


Dispose of expired information properly. Do not leave it in seat-back pockets or overhead bins.



DURING FLIGHT

Don't Let PowerPoint Slide



Use only authorized PowerPoint slides for your presentations.



Grizzlies can smell unauthorized PowerPoint slides from 30 miles away and can be a nuisance.