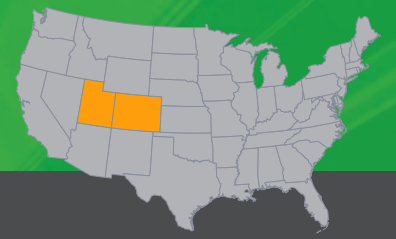


Crisis Management / New Division Launch

Investment: \$5,000-\$7,000/month | Timeframe: 12 months | Location: Utah & Colorado



Iomega

NASDAQ:IOM • Leading Removable Storage Manufacturer • Intellectual Property Protection

CHALLENGE ONE: In 1995, with the enormous success of the Zip® drive, Iomega took the industry by storm with exploding revenues and one of the fastest growing stocks on the NASDAQ. But by 1997, competition had heated up and the company found itself in the midst of an intellectual property battle. A French company, Nomai, had begun marketing and selling unauthorized generic Zip® disks which posed a threat to the user's data, Iomega's profit margins and the integrity of the Zip® drive brand. Once the patent infringement case was filed, Iomega needed an experienced communications firm to develop and manage a comprehensive crisis communications plan that would address all its constituents including employees, consumers, OEMs, shareholders and Board members.

RESULTS:

- ▶ **Crisis Communications Plan** – Created and managed corporate-wide strategy to address patent infringement. Deliverables included sales channel presentations, FAQs, press releases, customer alerts, employee communications, user manual updates and direct-mail communiquéé.
- ▶ **Investor Relations / Shareholder Conference Calls** – Board Chairman / President / Legal
- ▶ **Media Briefings** – Broadcast / Print
- ▶ **Executive Spokesperson Training** – Crisis Management

CHALLENGE TWO: In 1998, Iomega engaged Eye-To-Eye Communications to help them launch their new BeyondPC division, based in Longmont, CO. Iomega's Beyond PC team was developed to create business opportunities to expand the usage of the Iomega Zip® drive into non-traditional storage-intensive devices such as medical imaging, set top boxes, printers and scanners. Iomega needed a PR firm that could successfully launch this new division to the regional, local, and vertical markets and, in doing so, expand Zip's® presence beyond the PC, increase its profit potential and enhance its perception as a ubiquitous technology.

RESULTS:

- ▶ **90 Articles** – Business Week, Wall Street Journal, Fortune, Popular Science
- ▶ **National Division Launch** – "Beyond PC"
- ▶ **Regional Product Launch** – CD-RW Drive
- ▶ **Media Spokesperson Training**
- ▶ **Developed Key Messaging, White Papers, Website Copy**

"In my twenty-plus years of launching products on a national level, I've always felt I had to do the PR firm's work for them. Whether it was re-writing news releases for them or holding their hands through the press interviews, they never seemed to grasp the business and product concepts the way I expected them to. Eye-To-Eye was a welcome surprise in this regard. Their senior partners are proficient writers who communicate our message exactly as I would. Their understanding of the market, their tenacity and their fearlessness is what gets us ink."

– Mike Lynch
Director, Beyond PC Division

