

FLASH NOTES



SAVING LIVES & PROTECTING PROPERTY SINCE 1955

LPI exhibited at the recent "Big I Convention" in New York City, hosted by the Independent Insurance Agents and Brokers of America (IIABA). LPI Marketing Communications Consultant, Kim Loehr manned the booth and met with insurance professionals from across the nation to gain increased support for lightning protection.

LPI Promotes Lightning Protection In The Big Apple

As a part of our continued efforts to strengthen networking relationships with the insurance industry, LPI exhibited at the recent BIG "I" Convention from September 10-12, 2005 in New York City. The Convention was hosted by the Independent Insurance Agents & Brokers of America (IIABA), which is a national alliance of business owners and employees who provide all types of insurance and financial service products. In addition to advising clients about insurance, IIABA agents also recommend loss prevention ideas that can cut costs for agencies and their customers. As a voluntary federation of state associations and local boards, the IIABA is politically involved and monitors matters that affect consumers locally and nationally. This makes the IIABA an important audience for our industry in terms of sharing information and gaining exposure for light-



ning protection.

The Big I Convention brought the movers, shakers and decision makers of the insurance industry together under one roof at the New York Hilton. Sponsors of the convention included: AIG, Encompass, St. Paul's Travelers, Allstate, Safeco, Chubb, Zurich, MetLife Auto & Home, Markel, Citizens & Hanover, AFLAC, Farmers Insurance and many others. The IIABA trade show provided a perfect opportunity for LPI to promote lightning protection and lightning safety to the leading decision makers in the insurance industry. Insurance representatives who visited our booth were interested in learning more about lightning protection in terms of loss prevention for

their customers. Over the next few months, LPI will be following up with valuable contacts made at the Big I Convention who expressed interest with regard to issues such as: insurance discounts for lightning protection, lightning protection referrals, website links, feature story placements in trade journals and lightning protection as a Continuing Education Course for insurance professionals. As a bonus to the exposure our industry received by exhibiting at this national convention, LPI received a listing and website link on the Independent Agent's convention registration website.

Media Report:

PR Helps Promote Lightning Protection

Our PR and marketing efforts continue to put lightning protection in the spotlight with several media placements that have provided excellent industry exposure.

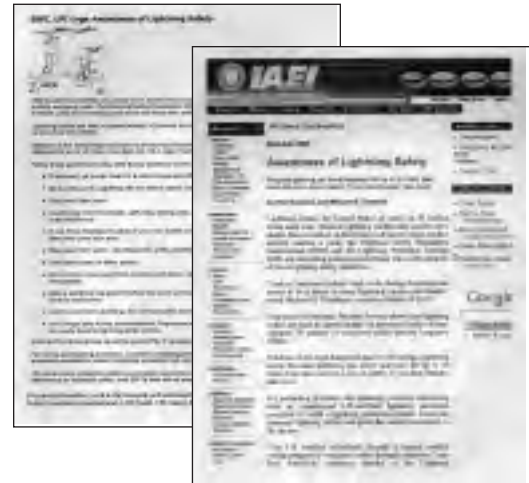
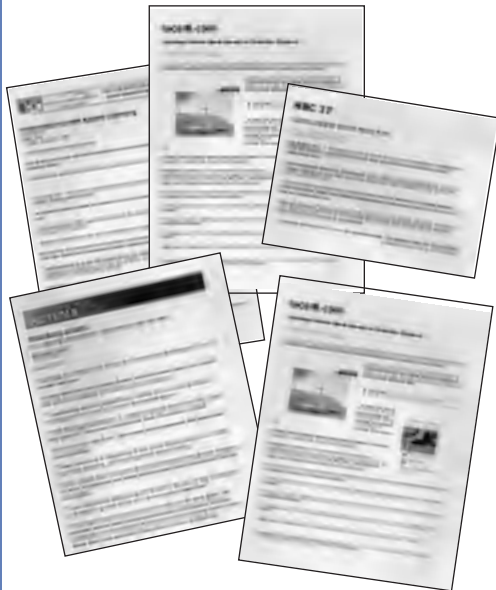
Lightning Safety Awareness Week Sparks Tampa Tribune Article

LPI provided editorial assistance and received a source by-line for this article which was featured on the cover of the "At Home" section of the Saturday, July 9, 2005 issue of the *Tampa Tribune*.



National Newspapers Promote Lightning Protection

The following news stories are just a few examples of summer PR which promoted lightning protection systems. LPI and LPI member companies were referenced in these articles. Many of these stories resulted from following up on local news reports about lightning damage and pitching lightning protection information to editors and reporters.

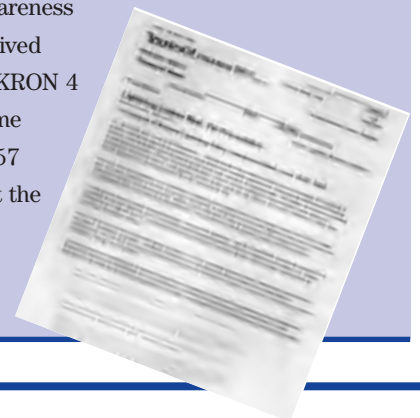


Networking Exposure Continues

Last spring, LPI explored a networking opportunity with the Electrical Safety Foundation International (ESFI) which resulted in a joint press release to promote lightning safety. LPI received lots of exposure from this press release in various publications around the nation (see examples above). We also established a valuable contact with the ESFI, who is North America's only non-profit organization dedicated exclusively to promoting electrical safety in the home, school and workplace. It's important to remember that networking relationships such as this truly help promote our identity and goals to new audiences.

Press Release Puts Lightning Protection in the News

The below press release was distributed on 6/20/05 in conjunction with National Lightning Safety Awareness Week. We are pleased to report that our release titled, "Lightning Losses Real, Yet Preventable," received national newswire pick-up on outlets such as: AOL Business News, PR Newswire, Yahoo!, Forbes.com, KRON 4 WorldNow News, Fox 5- KVVU-TV, KVOA Channel 4, News.findlaw.com, and SciWeb-Life Science Home Page. PR Newswire reported that the release received additional media hits, totaling in 103 outlets (57 public accesses and 46 media accesses by miscellaneous journalists). PR Newswire also reported that the release was accessed by consumer periodicals, freelance writers, newspapers, radio, television, trade periodicals, web/on-line services, and other outlets.



Media Report Continued:

Summer Feature Publicity Update

Our summer public relations with an editorial news service has received excellent distribution. "How to Protect your Home from Lightning Storms" has been printed in newspapers across the country. Our media service has sent us many clips of this story, from newspapers in the following 25 states: AR, CO, FL, GA, IA, IN, KS, MD, ME, MI, MN, MO, MT, NC, NJ, NY, OH, OK, OR, PA, SC, SD, VA, WI and WV. Total readership to date for this story is 11,333,676, which does not reflect additional clips expected to come in for the month of August and possibly even September. It's a beautiful thing when we can have a feature story printed in 25 different newspapers across the country that are delivered right to our consumers' door! LPI members who are interested in receiving clips from papers in their locations, can contact Kim at LLpco@aol.com.



LPI Fights Back To Combat Negative PR

Education is the best way to fight back against misinformation that can negatively affect our industry. When LPI members alert us to negative PR, we can contact the media with factual information to get our message heard. Last summer, LPI members contacted us about news stories which reported incidents where lightning struck and damaged structures equipped with "lightning rods." We contacted the media, shared our safety information and press releases and requested follow-up reports. Sometimes we see great results, as in the follow-up story below from the TimesHerald. We couldn't have written a better headline ourselves than, "Officials encourage lightning protection."

Taking the follow-up a step further, we issued a newswire press release on 8/29/05, titled, "Professional Installation Key to Effective Lightning Protection." Our press release received national newswire exposure on many news outlets, including: AOL Business News, PR Newswire, Yahoo!, Dallas News.com, Forbes.com, KRON 4 Bay

Area News, KVVU-TV.com Fox 5, MDMA Industry News Daily, and the National Hispanic Corporate Council.

The gross impressions represented by the media outlets above, would be enormous in terms of advertising dollars. It's also important to remember that the editorial endorsement received through news stories such as these, carry much more value with the public! Our summer promotional efforts have been very successful in gaining exposure for lightning protection. Let's try to keep the momentum going throughout the winter and into the spring!



Mark Your Calendars & Brush off Your Cowboy Boots

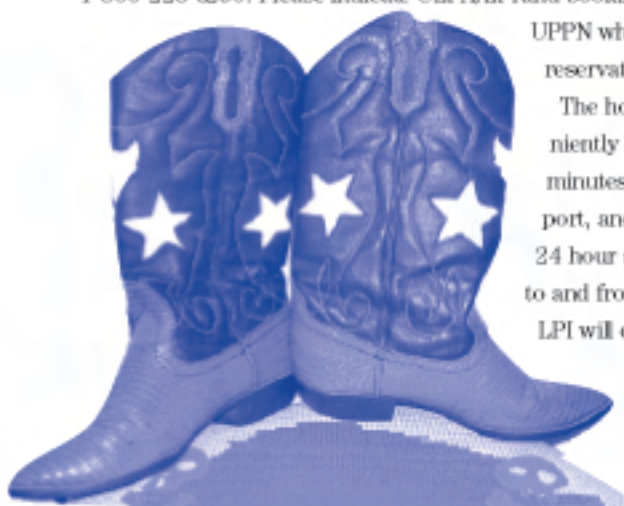


Get ready for the upcoming LPI/ULPA Annual Conference scheduled for March 13-18, 2006, in Dallas, Texas. As approved by the membership at last year's convention, the annual LPI/ULPA conference will be held at the Marriott Dallas/Fort Worth Airport Hotel in Irving, Texas. Bonded Lightning Protection of Texas has graciously agreed to host the 2006 conference and has arranged to have rooms booked at a special rate of \$129 per night for LPI/ULPA attendees. Please keep in mind that all rooms must be booked prior to February 20, 2006, to secure the special group rate. The reservation line is: 1-800-228-9290. Please indicate ULPA/LPI and booking code of

UPPN when securing reservations.

The hotel is conveniently located just minutes from the airport, and it offers a free 24 hour shuttle service, to and from the airport.

LPI will distribute more conference details soon, so stay tuned for further information.



Check Out the New LPI Literature & Promotional Items

The LPI office has been working hard this year to provide new promotional items and update existing literature to furnish our members with a variety of support materials. The items featured below are a sampling of supplemental materials that LPI has to offer. Why not take advantage of the services that LPI has to offer and communicate what your membership in LPI means to your customer, community and media contacts? Contact the LPI office to order our literature and PR pieces to enlighten your audiences!



The Lightning Protection Institute

Saving Lives & Protecting Property Since 1955

25475 Magnolia Drive • P.O. Box 99 • Maryville, MO 64468
Tel: 660-582-0429 • Fax: 660-582-0430 • 1-800-488-6864
Email: LPI@lightning.org • Website: www.lightning.org