

EXPECTATIONS

- SHAREOWNERS
 - GOOD RETURN ON INVESTMENT
 - GOOD GROWTH OPPORTUNITIES
 - OPTIMUM LEVELS OF RISK
 - STRONG MANAGEMENT
 - OPEN COMMUNICATIONS WITH INVESTORS
- FINANCIAL COMMUNITY
 - GOOD RETURN ON INVESTMENT
 - GOOD GROWTH OPPORTUNITIES
 - STRONG MANAGEMENT
 - OPTIMUM LEVELS OF RISK
 - OPEN COMMUNICATIONS WITH FINANCIAL COMMUNITY
- SALES ASSOCIATES
 - QUALITY PRODUCT
 - ADEQUATE SUPPLY
 - SATISFACTORY FINANCIAL ARRANGEMENTS
 - ADVERTISING/PROMOTION/MARKETING SUPPORT