

# ★ ATTENTION: ALL BUSINESS PARTNERS ★

## Symmetry is Proud to Present the New Grassroots Program to Support Business Partners!

### INTRODUCTION

We are pleased to introduce eNR Services, Inc. - a Public Relations service company providing access to automated Grassroots PR technology that will enable us to manage and distribute press releases to local media outlets in your respective communities, as well as expand our overall brand awareness in your neighborhoods. Press releases will generally announce newsworthy events such as recognition of achievement levels, participation in special events, charity activities and more, to both national and local media outlets at no charge to our Business Partners.

### WHY ARE PRESS RELEASES IMPORTANT?

Press releases complement and support Business Partners at the local level, where the program will help develop "localized" news to recognize and promote your business, and increase the performance of your sales organization while advancing your brand and business opportunity through the local media. It will have a tremendous impact for you in the area of sales force retention and recruitment.

### HOW TO QUALIFY

As long as you are a Business Partner in good standing with Symmetry and you have an active email account for Symmetry and Grassroots to contact, you are qualified.

### CHECK EMAIL FOR PRESS RELEASES

Occasionally, some of our Business Partners will receive emails which will entitle you to "Opt Out" of a press release that we've elected to send on your behalf to your local newspapers. You will also be able to correct your contact information that may be merged into the press release. *\*Be sure to check your SPAM box, and add the company info into your address book to ensure you receive future emails.*

### READ OVER THE RELEASES THOROUGHLY

Be sure to review the release copy itself. The email will contain detailed, easy to follow information. It is imperative that you look for and respond to these emails, as there is a very limited time to review each press release (5 days approximately) and decide to opt out.

### POST RELEASE COMMUNIQUÉ

A "Post-Release Communiqué" will be emailed following the distribution of the press release, with a copy of the press release as well as a list of all the media outlets in your area that the release was sent to. It gives you the opportunity to follow up with the journalists yourself. You may also send your releases to additional media outlets in your area; all you have to do is cut and paste the release copy and send it off!

### RESULTS

Symmetry's headquarters will receive media clippings from all over the U.S. on a regular basis as a result of these press releases. Grassroots PR delivers these results by acknowledging and taking advantage of the power of your local media. Widely distributing these releases provides opportunities to put the Symmetry brand in front of your community newspaper's readers.

### MEDIA CLIPS

Once each month, any media clips that have been generated from these press releases will be forwarded to you and your colleagues within each zip code area. Not all local papers publish each release but we'd like you to be aware of all media articles published in your area; the clips you receive may not always mention your name or may only mention your colleagues in the area. If you don't receive any clips in a given month, that simply means no clips were generated by the media in your area.