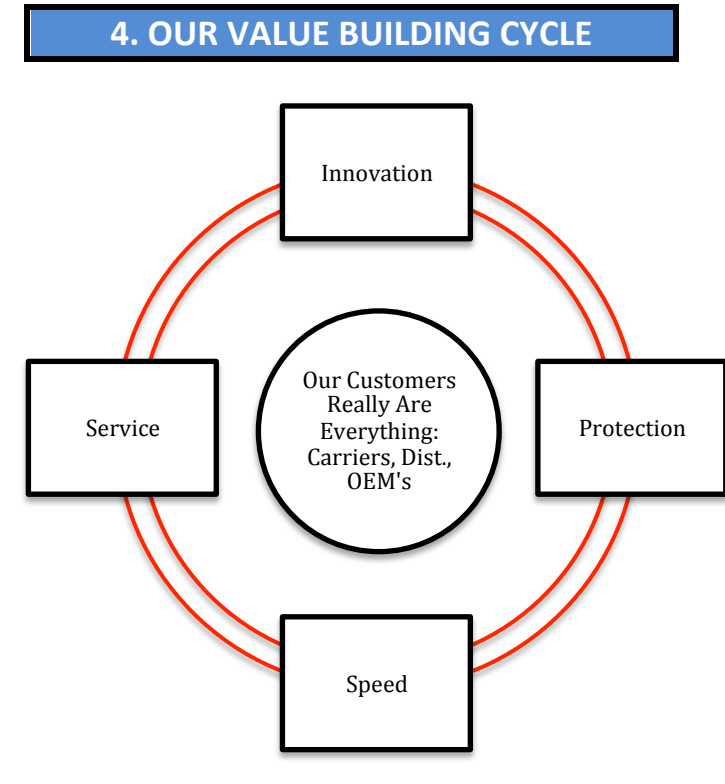


1. CORE ASSUMPTIONS	
Strategic	We will focus on becoming the world leader in creating and offering protection for handheld technological devices made by the top 10 manufacturers and marketing them to the top carriers, distributors and OEMs.
Operational	We will continually seek to optimize and compress our product innovation cycles to average no more than 8 weeks-concept to market.
Financial	We will seek product offerings that project no less than 20% profit per product life cycle and seek to grow our market share in each carrier, distributor and OEM key account

2. OUR MISSION

3. OUR VISION		
Where We Stand	Where We're Headed	How We'll Get There
<ul style="list-style-type: none"> Our supply chain is bottlenecked and sales are throttled back. Our vision is too broad. Our time to market is too long. We do not have an Executive Team. Our communication is poor. We have had inconsistent hiring and training. We have just a few booming products. Key Account relationships are growing but have increased, volatile risks. Our accounts are not diverse. Cash flow good, credit down. Consistent profitability. 	<ul style="list-style-type: none"> OtterBox will become the brand of choice for protecting convergent, handheld technology devices. We will focus on the right products (handheld devices) in the right markets (carriers, distributors, OEMs). We will strategically say 'yes' and 'no' based on our new, clear purpose. We will infuse our values and vision into our staff. Time to market will move from 10 to 8 to 6 weeks, with 8 being the norm. 	<ul style="list-style-type: none"> We will redesign and create a supply chain that can rapidly respond to our capacity needs. We will resource the right areas with the right people for success. We will elevate our Executive thinking and leadership to see and manage the whole. We will restructure and refocus all systems, staff and products on our new vision. We will redesign our product development supply chain to respond to our new focus. We will install and manage critical systems for the product development cycle. We will manage the change process.

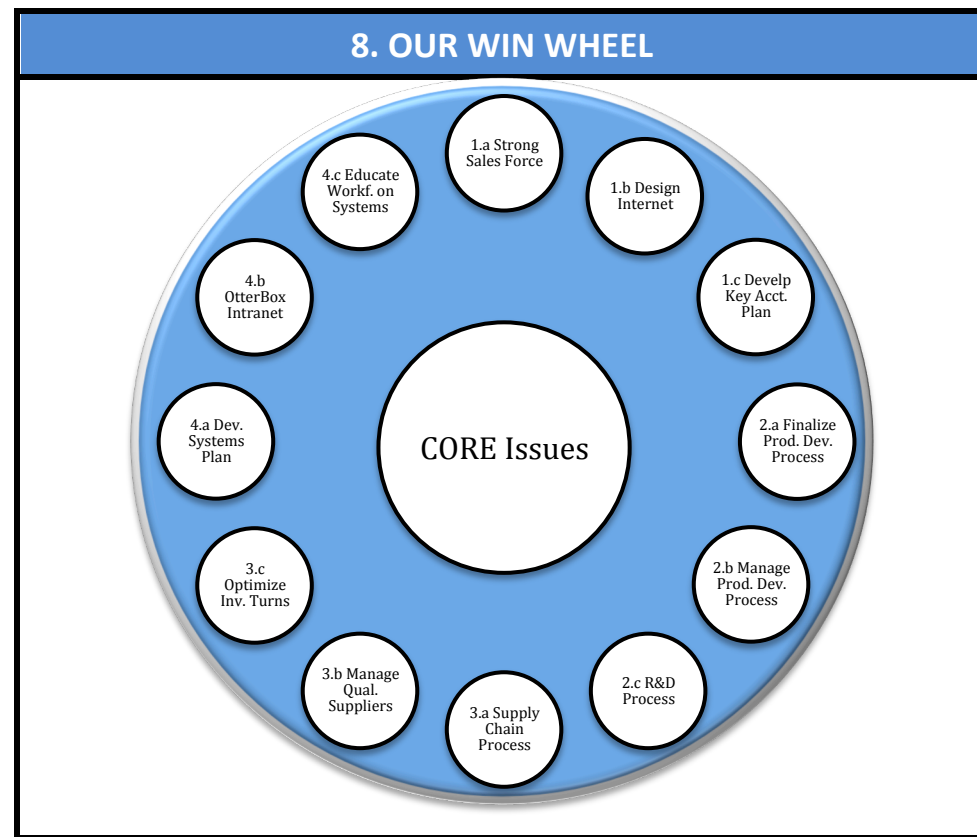


5. CORE VALUES
Passion
Integrity
Strategy-driven
Innovation
Adaptability
Partner Relationship
Systemic

6. OUR BIG IDEA CORE STRATEGIES	

7. OUR STRATEGIC CONTROL PANEL																																																																						
Risk – Constraint Pyramid	Our Performance Model	Performance Drivers																																																																				
	Gross Projected Revenue 2006 – X 2007 – X <table border="1"> <tr> <td></td> <td>2006</td> <td>2007</td> </tr> <tr> <td>Growth By Market Expansion</td> <td>X</td> <td>X</td> </tr> <tr> <td>Growth By Share Capture</td> <td>X</td> <td>X</td> </tr> <tr> <td>Growth By New Market Expansion:</td> <td>X</td> <td>X</td> </tr> </table> Profits: X EBIAT: X Asset Returns: X Positioning statement The coolest-looking most reliable protection for your handheld device.		2006	2007	Growth By Market Expansion	X	X	Growth By Share Capture	X	X	Growth By New Market Expansion:	X	X	<table border="1"> <tr> <td>High</td> <td colspan="5"></td> <td>Low</td> </tr> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>●</td> <td></td> <td>Supply Chain Capacity</td> </tr> <tr> <td></td> <td></td> <td>●</td> <td></td> <td></td> <td></td> <td>Time To Market</td> </tr> <tr> <td></td> <td></td> <td></td> <td>●</td> <td></td> <td></td> <td>Base Sales</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>●</td> <td></td> <td>Internet Sales</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>●</td> <td>Key Accounts</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Optimized Product Portfolio</td> </tr> </table>	High						Low		1	2	3	4	5						●		Supply Chain Capacity			●				Time To Market				●			Base Sales					●		Internet Sales						●	Key Accounts							Optimized Product Portfolio
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**MSO SAMPLE POAP
PLAN-ON-A-PAGE
JUNE 2006**



9. ACTION INITIATIVE PROFILE						
#	Objective	Key Deliverables	By?	Leader	Team	Status
1a	Build a strong sales force that will identify and manage key accounts	1. Workforce assessment 2. Key account profile 3. Job contract 4. E-myth hiring process	8/31/2006 2/2007	Brian Thomas	Josh Richardson Jennifer Ziance	
2a	Finalize and optimize product development process	1. Outline PD process 2. Test & confirm process 3. Refine & install	9/1/2006 2/1/2007 3/1/2007	Alan Morine	Alan Morine Pamela Lee Greg Ward Peggy Elkins	
3a	Design a supply chain plan and process	1. Outline process 2. Evaluate variables	9/1/2006 10/1/2006	Pamela Lee	Pamela Lee Shelley Pfannenstiel Shane Rabideau	
4a	Develop an integrated systems plan	1. Outline Plan	9/1/2006 – Outline	Whitney Barry	Whitney Barry Peggy Elkins Kristin Gollither	