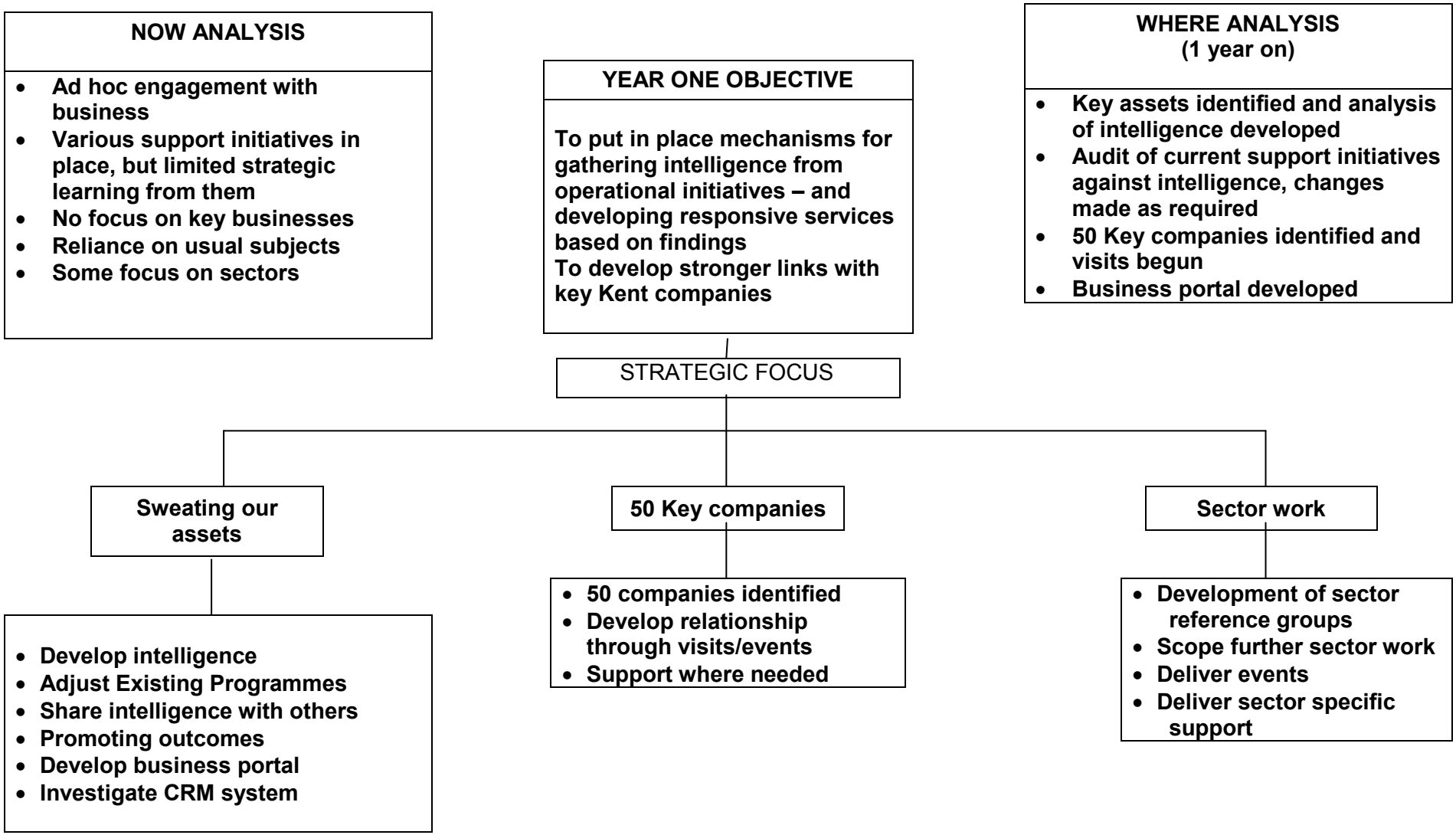
APPENDIX A

PLAN FOR MAXIMISING BUSINESS ENGAGEMENT