

SBILLONS IN CLIENT CONTRACT VICTORIES

GLOBAL BRAND STRATEGY • INTEGRATED COMMUNICATIONS • BUSINESS DEVELOPMENT



WHERE IN THE WORLD DO YOU WANT TO TAKE YOUR BUSINESS?

Think of us as your Special Forces – highly skilled experts who adeptly and proficiently showcase your business anywhere across the globe.

The Cirlot Agency. Your international ally.

Global Brand Strategy

INTEGRATED COMMUNICATIONS

BUSINESS DEVELOPMENT



Creative Vision: The Ability To See What Is, And What Can Be.™

AEROSPACE, DEFENSE AND SECURITY INDUSTRY EXPERIENCE

We are our clients' most fervent strategic ally.

We take a hard look at where our clients are and envision where we can take them. We bring every advantage to them to establish, enhance and protect their corporate image and position in their marketplace. For 40 years, we have put this expertise to work for a full spectrum of domestic and international entities in the Aerospace, Defense & Security industries.

Simply put, we are business development strategists with the sole objective of creating demand for our clients' products and services.

Agency Memberships

























THALES









TEXTRON

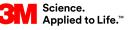
























TECHNOLOGIES



Robbins-Gioia, LLC

NORTHROP GRUMMAN WORLD CLASS TEAM AWARD





Among our many accolades in the aerospace, defense & security arenas, this award stands out as a capstone achievement. The Cirlot Agency became one of just 10 nationwide suppliers who are awarded annually with the Corporate World Class Team Award by Northrop Grumman Corporation. This award is given to suppliers who have consistently demonstrated outstanding achievements and support of Northrop Grumman programs.

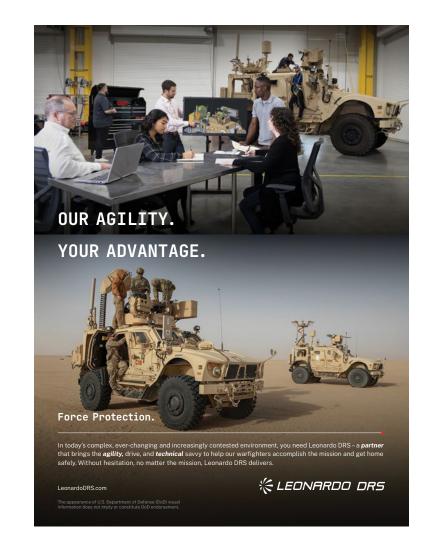


Susan Gates, Vice President Corporate Contracts, Pricing and Supply Chains for Northrop Grumman (center) presents the World Class Supplier Award to Liza Cirlot Looser, CEO (left) and Rick Looser, COO of The Cirlot Agency.



Headquartered in Arlington, VA, Leonardo DRS (NASDAQ: DRS) is a prime contractor, leading technology innovator and supplier of integrated products, services and support to military forces, intelligence agencies and defense contractors worldwide. Leonardo DRS specializes in the design, development and manufacture of advanced sensing, network computing, force protection, and electric power and propulsion, and other leading missioncritical technologies.

In early 2022, Leonardo DRS chose The Cirlot Agency as agency of record, and specifically to conduct corporate branding strategy and execution. The Agency currently provides integrated branding, marketing, advertising, public relations, and media strategy services for the company.



Print Advertisement







Website Homepage Takeover









Social Media



Verifi Technologies and its two subsidiaries, NDT Solutions (NDTS) and NDE Labs, provide Nondestructive Evaluation (NDE) and Nondestructive Testing (NDT) of composite materials. NDT Solutions is one of the nation's leading providers of state-ofthe-art equipment and engineering services designed to meet exacting customer testing requirements for aerospace and defense applications. NDE Labs specializes in nondestructive product and materials testing services for diverse industries, ranging from deep-sea oil and gas exploration, aerospace, and space.

The Cirlot Agency began working with Verifi Technologies, NDTS and NDE Labs in 2023. Work products for each entity include websites, videos, product sheets, digital sales support, and various other marketing materials.





Video

verifitec.com



Acorn Capital Management is a middle-market private equity investment firm fueled by over two decades of dynamic history in aerospace, defense, intelligence, and space. Acorn invests in operating companies that strive to enhance global mobility, protect national interests, and develop next-generation intelligence-gathering technology.

In 2023, The Cirlot Agency was chosen as the agency of record to rebrand Acorn Capital Management, build a new website, and manage public relations efforts for the company. In addition, the Agency was chosen to support the portfolio companies, as needed.









Corporate Website: Design acorncapitalmanagement.com

Logo Design

TEXTRON AIRLAND

Textron AirLand, LLC, was a joint venture between Textron Inc. and AirLand Enterprises, LLC, with the express purpose of rapidly designing and manufacturing the Scorpion, an affordable, multimission tactical military jet platform using commercially available technologies and processes.

Under strict non-disclosure parameters, The Cirlot Agency was brought in to establish the strategic communication vision and execute all creative materials for the launch of the Scorpion. The Agency developed the brand identity for both Textron AirLand and the Scorpion tactical aircraft. In addition, the Agency created the website, product literature, mission-scenarios, and trade show booth design for the product's launch at the 2013 Air & Space Conference and Technology Exposition and the 135th NGAUS General Conference and Exhibition. The Agency continues to provide brand strategy and marketing support for Scorpion. SCORPION



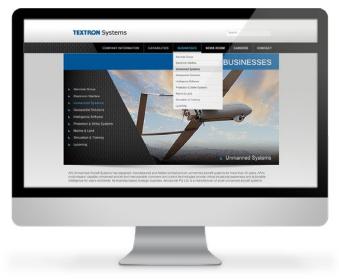


TEXTRON Systems

Textron Systems is part of Textron Inc., a \$14 billion multi-industry company with approximately 35,000 employees. Textron Systems businesses develop and integrate products, services and support for aerospace and defense customers, as well as civil and commercial customers including those in law enforcement, security, border patrol and critical infrastructure protection around the globe.

The Cirlot Agency was chosen as the agency of record to rebrand Textron Systems and position the Textron Systems businesses under the new master brand. The rebranding effort included everything from messaging and internal communications to advertising and social media strategy to collateral and website redesign.





Corporate Website: Design textronsystems.com



Headquartered in Woking, England, TT Electronics (TTG: LSE) is a global provider of design-led, advanced electronics technologies for performance critical applications in specialized markets. With 24 design and manufacturing facilities and offices in the UK, North America, and Asia, TT's reach is truly global. TT's divisions design and manufacture power applications products for power efficiency and connectivity devices, provide manufacturing services and engineering solutions, and work with customers to develop high-specification, standard and customized solutions.

The Cirlot Agency was chosen as the agency of record to rebrand the Power division of TT and manage public relations efforts for the three separate divisions: Power & Connectivity, Global Manufacturing Solutions and Sensors & Specialist Components.



Trade Show Signage Concept





Trade Show Video



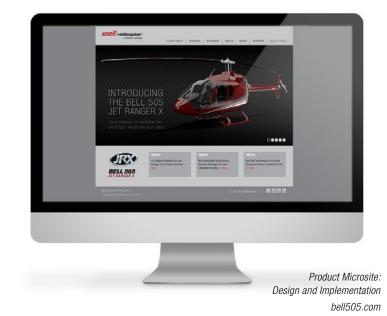




Product Branding

Bell Helicopter (NYSE: TXT), a wholly owned subsidiary of Textron Inc., is an industry-leading producer of commercial and military, manned and unmanned vertical lift aircraft and the pioneer of the revolutionary tiltrotor aircraft. Globally recognized for world-class customer service, innovation and superior quality, Bell Helicopter's global workforce serves customers in more than 120 countries.

The Cirlot Agency began working with Bell Helicopter's Military Division by promoting the Kiowa Warrior in the Army's Armed Aerial Scout program. Since that time, the Agency has increased its partnership with Bell Helicopter by being awarded the Commercial, Customer Support & Service and Canadian divisions of the company, as well as the Bell Helicopter Corporate account itself.







Product Brochure: Layout and Design



WHEN MINUTES COUNT, RELY ON SUPERIOR PERFORMANCE

When minutes count, depend on the power and performance of the Bell 429 for your critical care operations. At Bell Helicopter, we understand and share your dedication and commitment to air medical critical care. That is why the Bell 429 stands ready to serve your operation by delivering power and performance. When your patient is critical, depend on the smooth, rapid ride and superior handling of the Bell 429 to get your patient and crew safely to their destination.

Print Advertisement: Layout and Media Placement



THE FUTURE OF VERTICAL LIFT

Bell Helicopter is proud to advance our next generation throtor for the U.S. Army-led Joint Multi-Role Technology Demonstrator, delivering fundamental change for expeditionary maneuver. Bell V-280 Valor provides the warfighter unmatched speed, range and payload to gain decisive overmant... - so you?In even have a fair fight.

BELLV280.COM

On a Mission.



Print Advertisement: Layout and Media Placement



Corporate Magazine



Product Brochure: Photo Composite, Layout and Design

The Cirlot Agency was recognized as an "incredible partner" when Bell Helicopter's "Bell 525 Relentless" launch was presented with a Gold Stevie® Award for Marketing Campaign of the Year in the Aerospace and Defense category.





Product Microsite: Design and Implementation bell525supermedium.net





Product Branding



Print Advertisement: Photo Composite, Layout, Copy and Media Placement

Design and Implementation bellv280.com



Product Branding



Trade Show Poster: Photo Composite, Layout and Design



Trade Show Poster: Photo Composite, Layout and Design







Product Microsite Design and Implementation scoutsout.com





Combat Flight Hour Recognition with 1-6 CAV



Scoutsout.com Intro Video

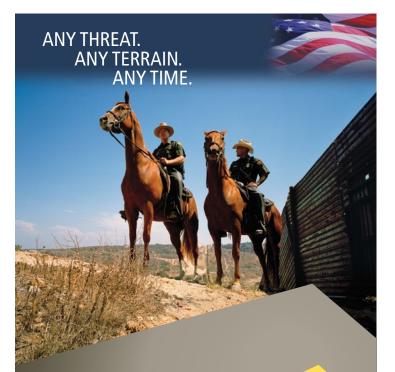


Elbit Systems of America, wholly owned by Elbit Systems Ltd. (NASDAQ: ESLT), is a leading provider of high-performance products and system solutions focusing on the defense, homeland security, commercial aviation and medical instrumentation markets. In late 2008, Elbit Systems of America began a search for a branding/marketing firm to help establish its brand and to compete in the U.S. defense marketplace.

The Cirlot Agency was chosen as agency of record following Elbit Systems of America's agency review. Since that time, the Agency has created a brand strategy program and continues to execute integrated communications tactics for promoting Elbit Systems of America to our armed forces and other prime contractors.



Product Print Ad



Proven, Field-Tested Border Security Technology by Elbit Systems of America

The same advanced technology used on the most challenging borders in the world today – ready now for the U.S. border. Elbit Systems of America brings mature, off-the-shelf solutions that are simple to use, low-risk and variable at an affordable total cost of ownership. Scalable and built on open system technologies, Elbit Systems of America's solution has the ability to integrate a variety of sensors into a total system – smoothly, efficiently and effectively. Elbit Systems of America. Proven technology. Proven secure.

The Spirit of Innovation®

of America

Elbit Systems

Product Print Ad

PROVEN TECHNOLOGY. **PROVEN SECURE.**

Border Security Technology by Elbit Systems of America

border security technology is proven to meet the demland. Elbit Systems of America is ready to bring the same advanced technology used on the most challenging borders in the world today to the U.S. border. Mature, low-risk and available at an affordable total cost of ownership, Elbit Systems of America's off-the-shelf technology is simple to use and requires only a short training period. Scalable and built on open system technologies, these solutions also allow for the integration of a variety of sensors into a

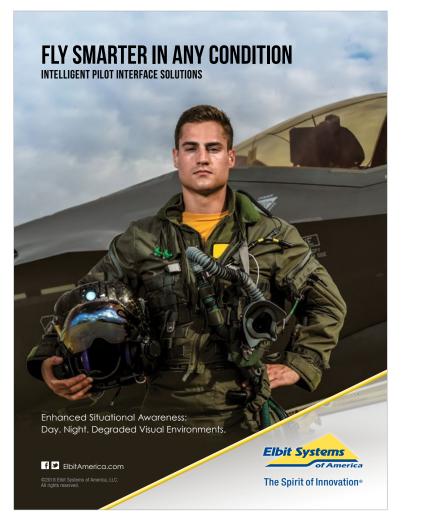
Elbit Systems of America's border security technology. American made. Globally proven

- www.elbitsystems-us.com
- Copyright © 2011 Elbit Systems of America, LLC, All rights reserved





The Spirit of Innovation®



HELPING KEEP AMERICA SAFE

Protecting and Saving Lives Through Aviation Advanced Threat Detection Solutions

HELPING KEEP AMERICA SAFE LIDIE Systems Cramero

Enhanced Situational Awareness: Day. Night. Degraded Visual Environments.

> Elbit Systems et Americe

Elbit Systems



Protecting and Saving Lives Through Intelligent Pilot Interface Solutions

Elbit Systems

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Digital Ads

al Ads

Product Print Ad



The Cirlot Agency positions Elbit Systems of America's CEO, Raanan Horowitz, and other senior company leaders in executivelevel speaking, panel and/or media interview opportunities. The Agency works to place key ESA executives on platforms or in conversations that heighten brand awareness and company visibility. Collateral Materials, including a pitch packet, have been created to aid in positioning Elbit America's senior leadership.



The Spirit of Innovation®



CEO Positioning of Raanan Horowitz, President and CEO of Elbit Systems of America



The Aerospace Industries Association represents the nation's leading manufacturers and suppliers of civil, military, and business aircraft, helicopters, unmanned aircraft systems, space systems, aircraft engines, missiles, materiel and related components, equipment, services and information technology. The Cirlot Agency helped communicate key messaging in the months leading up to the vote to reauthorize the Ex-Im Bank, which is key to AIA members' ability to compete overseas.





ARE YOU A TRUE REAGAN REPUBLICAN?

34

"Exports create and sustain jobs for millions of American workers and contribute to the growth and strength of the United States economy. The Export-Import Bank contributes in a significant way to our nation's export sales."

– President Ronald Reagan



aia-aerospace.org

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FACTS ABOUT EX-IM BANK

- In 2012 and 2013, earned over \$1 billion both years for the American taxpayer, and contributed this money to the U.S. Treasury.
- · Over 90% of the Bank's transactions directly benefit small businesses across the U.S.
- Supported more than \$600 billion of U.S. exports, leveling the playing field for U.S. companies competing abroad against 60 foreign credit agencies.

Print Advertisement: Layout and Design



MEET THE EX-IM BANKS OF CHINA, RUSSIA AND FRANCE.



These countries support efforts by those in Washington seeking to dismantle the U.S. Ex-Im Bank.

WHY? Because shutting down the U.S. Ex-Im Bank is good for business and creates thousands of jobs ... IN CHINA, RUSSIA AND FRANCE.



Print Advertisement: Layout and Design Fred Hochberg, Former Chairman and President of Ex-Im Bank, testifies during a House Financial Services Committee hearing.



The Alliance for System Safety of UAS through Research Excellence (ASSURE) consists of 23 of the world's leading research institutions and more than 100 leading industry/government partners. ASSURE's goal is to provide the FAA with the research it needs to efficiently integrate UAS into our National Airspace System.

The Cirlot Agency began working with ASSURE and the FAA at ASSURE's inception in 2015, and has provided communications services to better position ASSURE among industry influencers, government agencies and potential industry partners.









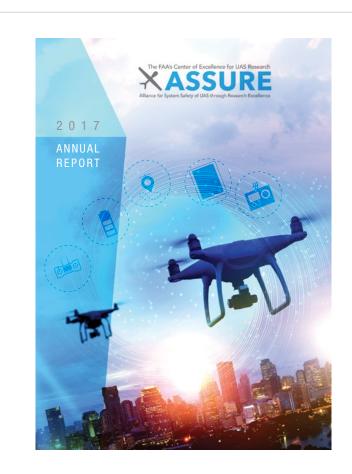
PowerPoint



Website Redesign



The Cirlot Agency secured a live segment on the Fox News morning show about ASSURE's drone safety research. Members of The Cirlot Agency were on site to coordinate with the Fox News team and provide public relations support to ASSURE.





Annual Report



The Cirlot Agency secured a feature story on NBC's Nightly News with Lester Holt about ASSURE's work with the FAA on drone safety and commercial aviation.



Raisbeck Engineering, an Acorn Growth Aerospace and Defense company, is a leading provider of aircraft modifications for business and commercial aircraft. Dedicated to improving performance and efficiency for aircraft owners, Raisbeck's aerodynamically designed enhancements deliver better performance results and improve passenger comfort.

When Raisbeck was acquired by Acorn, the company went through a complete re-branding and contacted The Cirlot Agency to help create the appropriate look and feel for the revamped company. The Agency designed and implemented Raisbeck's updated, contemporary suite of communications materials, including corporate stationery, brochure, ad template, product sheets and presentation template, among others. The Agency continues to provide Raisbeck with strategic visual and messaging materials necessary for effective marketing and communications outcomes.



Collateral Cover: Layout and Design



Product Print Ad Template

Corporate Identity



Vertex Aerospace is a global defense company that provides all aftermarket aerospace services for government and private sector customers. The company has over 4,200 employees at its 65 U.S. and 35 international locations. Vertex Aerospace supports, repairs, and maintains aircraft and aircraft components to Federal Aviation Administration (FAA) and military standards throughout its 100 worldwide locations.

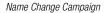
The Cirlot Agency has worked with Vertex Aerospace on various projects over the past decade. Most notable, the Agency helped the company transition from Raytheon Aerospace to Vertex in 2001, including conducting the naming/rebranding process.

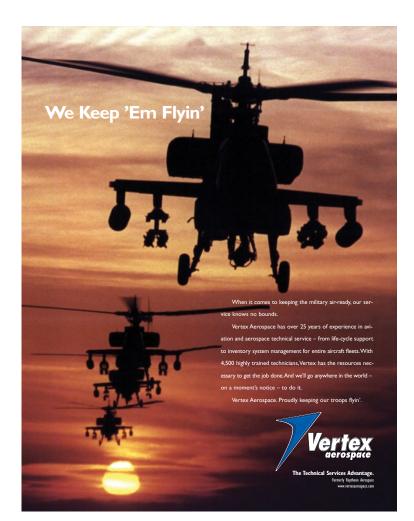
Reaching the Highest Point in Service.

Vertex: by definition, the highest point. With over 25 years of experience, Vertex is proud to bring the apex in technical service to our military. Our 4,500 highly trained technicians are the backbone of our service – bringing all the resources necessary to get the job done. Anywhere, anytime. Vertex Aerospace. Our service knows no bounds.



The Technical Services Advantage. Formerly Raytheon Aerospace www.verteszaerospace.com





Name Change Campaign

The Sky's No Limit.

With Vertex, our service reaches beyond all normal bounds. From maintenance, repair and modernization to life-cycle support and inventory management systems for entire fleets ... our 4,500 highly trained technicians bring all the resources necessary to get the job done. And we'll go anywhere in the world – on a moment's notice – to do it.

Vertex Aerospace. There's no limit to our service.



The Technical Services Advantage formerly Raytheon Aerospa

Name Change Campaign

MAROTTA[®]

With over 200 patents and nearly 75 years' experience, Marotta Controls provides aerospace and defense system designers the solutions they need for controlling pressure, motion, fluid, electronics and power. Offerings include precision valves, manifolds, power conversion, motor drives and control actuation systems for integration into weapon systems, shipboard and sub-sea systems, military aircraft, and government and commercial spacecraft.

The Cirlot Agency worked with Marotta Controls to design and execute graphic suite branding strategy guidelines. For this project, the Agency designed and created templates for Product and Brand Ads, brochures, E-news Quick-reads, Branded Safety Signage and Corporate Correspondence.



Collateral Cover: Layout and Design

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MAROTTA

E-NEWSLETTER Issue | Month • Day • Year

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Marotta Controls, Inc. Marotta Controls, Inc. 78 Boonton Ave. P.O. Box 427 Montville, NJ 07045 USA (P) 1.973.316.4256 (F) 1.973.334.1219



Collateral Cover: Layout and Design



Corporate Identity

E-Newsletter Template

marotta.com

THALES

With 64,000 employees in 56 countries, Thales is a global technology leader for the Aerospace, Defense, Security, Space and Transportation industries. The Cirlot Agency developed an integrated communications strategy for both internal and external audiences to help position Thales within the United States.

THALES

AEROSPACE | SPACE | DEFENSE | SECURITY | TRANSPORTATION | TRAINING & SIMULATION

OVERVIEW THALES IN THE UNITED STATES

Thales has a legacy of over 100 years of successful operation in the United States.

No newcomer to the U.S. market, Thales's American roots date back over 100 years to a company founded in Philadelphia. Pennsylvania. Over a century later, both the global company and Thales in the United States have evolved significantly through strong organic growth coupled with a series of mergers.

Thales is an international company working for the United States.

Thales in the United States has expanded operations in recent years to focus on a wider range of core oustomer and market segments. Today, Thales has production capability. In 2012, Thales globally had a U.S. supplier investment. of \$482.6 million in 42 States and the Distort of Columbia.

Thales is a global technology leader for the defense, security, aerospace, transportation and space markets.

With an exceptional international footprint. Thales employs 65,000 people With a strong U.S. leadership team in place. Theles is well positioned to bring

Innovation is at the core of all we do.

With 22,500 engineers and researchers. Thates has a unique capability to most complex requirements.

Corporate social responsibility is a top priority.

As an integral part of the Thales company culture, our focus on corporate

Print Collateral





Space

opencies, private space pioneers, satellite

Thales USA Headquarters

Transportation





Thales USA Headquarters

> and where test and efficient deceapormaking can make all the difference. Thales a Security decisions and provide rapid response in the business is a leading global provider of data

2733 South Crystal Drive - Suite 1200 - Arlinston, VA 22202 - Tel: 203-838-9885

Jim Fraser

Vice President, Communications and Government Relations

THALES

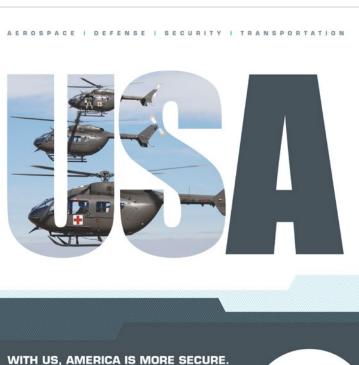
Training & Simulation

Defense



As a pioneer in simulation technology, Thale





WITH US, AMERICA IS MORE SECURE.

We are Thales USA, part of an international organization with 88,000 employees. We are proud of our contribution to America's land, sea and air defense, including advanced combat management technology and underease warfare systems for the U.S. Nayy, Working hand in hand with our U.S. inclusity partners. Deleveng increasives solutions. And proving our passion for keeping America strong, safe and productive. Learn more at www.thalesgroup.com/usa.

THALES Ready. Proven. Here.



Brand Development Print Campaign

Source / copyright : European Aeronistic Defense and Space Co

Brand Development Print Campaign



Over 35 years ago, The Cirlot Agency became the corporate communications firm of a shipbuilding facility known as Litton Ingalls Shipbuilding, later to be known as Northrop Grumman Shipbuilding, and now currently as Huntington Ingalls Industries. Over the years, the Agency has performed various services for the company, including international corporate capabilities campaigns and business development programs incorporating print advertisements, trade show displays, websites, and corporate videos, among others.





Multi-role Frigate Product Video



Diversity Employee Recruitment Poster



Diversity Employee Recruitment Poster







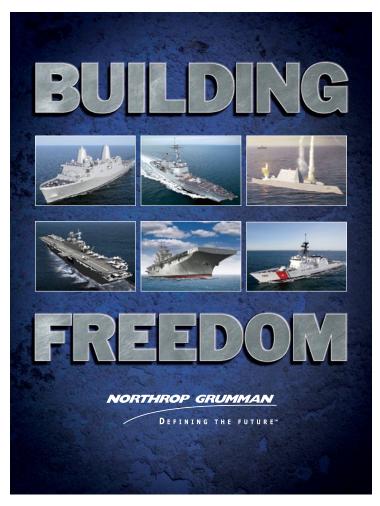








Recruitment Branding





As well as continuing to support all the communications efforts for a number of shipbuilding programs, over the past three decades, The Cirlot Agency has become a reliable partner in other facets of the company's business. This includes everything from providing crisis communications following Hurricane Katrina to being a strategic communications partner during union negotiations, as well as during two employee strikes.

The Cirlot Agency led a nationwide effort to recruit employees from across the country to fill vital roles, from skilled craftsmen to engineers, left vacant following Hurricane Katrina. The Agency has also helped develop and deliver key messages to the legislatures of both Alabama and Mississippi focused on expanding the shipyards' capabilities and operations. These efforts have resulted in over \$40 million in economic incentives.

In addition to strategic marketing and communications efforts, The Cirlot Agency has helped with the following public relations announcements and events:

National Press Club – Coordinated Various Briefings in Support of DD 21/DD(X)/ DDG 1000

ICGS Deepwater – Media Event, National Contract Announcement Held in Washington, D.C., at National Press Club

USS COLE – Media Event, the Return to Northrop Grumman Ship Systems in Pascagoula, MS; Media Event, the Return to Service for the U.S. Navy

Northrop Grumman Shipbuilding Corporate Brochure



THE NORTHROP GRUMMAN

COMMITMENT TO RECOVERY

After Katrina, we banded towether to become one of the first major employers on

- the Coast to get back to work. Our employees received: · Full pay for two works even if the employee could not or would not come to work.
- Donation of nearly \$3 million was given directly to affected employees.
- Health cere coverage was continued for two months.
 401(k) money was made accessible.
- Northop Grumman employees from across the corporation dowated thousands of lower of their own satetion time to Ship Systems employees.
- Employees were allowed to essert necation days to cash. 74.000 free meak and employee for employees' personal vehicles were provided
- to those assisting with facility recovery efforts
- Replaced employees' personal tools (\$1.5 million) and covered deductibles on
- personal vehicles (\$400,000) damaged on-site.
- Free tetawas and flue neccinations to more than 4,000 employees and family members
- \$150,000 in Christmas toys and gift cards were given to employees' children.
- Free temporary bousing was provided in Pascagoula and New Orleans on-site. · No matter where an employee evacuated, they were able to get their payebock and other financial anistance via Western Union.
- The company established on-ele baseau researce service contert for FEMA and Red Cross applications and check distribution, unemployment, and other
- disaster assistance.
- · Employees who reported to work but couldn't be assirted immediately to their production areas were paid full talary and sent into the community as a part

www.northropgnumman.com

of teams established by the company to rebuild retiree' homes, Habiast for Hamanity homes, local affices for the United Way, Red Cross and Bay Scoats, and local schools and parks



and the stability of their families. A strong current backlog of work helps create a secure future for your family. For those who came to work to help clean up and recover the yards, additional
 Por those who came to work to all times.
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 Por those work we help you reach year goals. · Generous quality of life benefits, including a 4x10 work schedule, as well as generous paid vacations and holidays

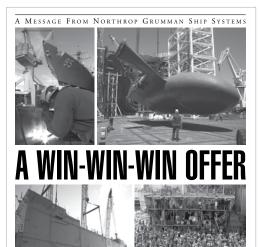
COMMITMENT TO COMMUNITY

Northrop Grumman gives back to the community in countless ways. More than \$1.1 million is donated throughout the community, including: Education programs - K-12 initiatives in math/science as well as aid to higher education. · Civic involvement Health initiative

 Human services assistance Arts/cultural programs Youth athletics and recreation

NORTHROP GRUMMAN IS COMMITTED TO THE MISSISSIPPI GULF COAST. OUR EMPLOYEES AND THEIR FAMILIES.

NORTHROP GRUMMAN





and \$43,306 for the third year. The average employee with overtime, shift

differential, attendance and a performance-based bonus program could

and an antimoted \$2,000 colditional on an annual basis

in the shipbuilding industry.

www.northropgrumman.com

work schedule as well as enjoy 12 paid holidays including a partially paid two-week holiday shutdown · Enhanced Pension. The multiplier for the pen earnings would be \$41,018 for the first year; \$42,162 for the second year;

THIS OFFER PAYS OUR EMPLOYEES WELL. THIS OFFER PRESERVES GOOD JOBS.

 Company Picks Up Nearly 80% of the Medical Plan Cost which Equates THIS OFFER MAKES EVERYONE A WINNER. to Approximately \$8,124 per Year per Employee. The current coverage will continue, and employee contributions will remain among the lowest





ONE GREAT WORKFORCE. ONE GREAT COMPANY. ONE GREAT GOAL.

United in purpose ... one goal of building freedom. We've overcome great challenges in our history ... obstacks that would break those of less fortitude. Our strength is forged in our dedication to quality cariformaniajio ... and service to our country.

Today, our challenge is to build better ships at a reduced cost. We are confident in meeting this challenge ... we've overcome tougher ones throughout our history. We are one solid force. Our utilinate goal remains the same.

www.northropgrumman.com

BUILDING FREEDOM ... MANY GREAT SHIPS AT A TIME.



Northrop Grumman Shipbuilding Union Negotiations





On April 19, 2002, media from across the globe descended upon Pascagoula, Mississippi, to cover the return to sea of the U.S.S. COLE. The COLE had been stationed at what was then Northrop Grumman Ship Systems for four months, receiving repairs to damages suffered during the October 12, 2000, terrorist bombing in Yemen. Over 130 media crews representing local, regional, national and international media were present for the event. The Cirlot Agency helped develop a media strategy that allowed the media maximum access to the ship and the crew, while staying within the stringent security guidelines dictated by the U.S. Navy and Northrop Grumman Ship Systems. The objective was to make the U.S.S. COLE's return to sea the



biggest news event in America, and for the coverage to be reverent and tasteful. The Cirlot Agency helped turn the U.S.S. COLE's departure into a five-day news event. The story received approximately 194 articles in 124 publications in all 50 states. International coverage included Canada and various outlets across Europe. In television news, 453 stories aired throughout the country. This included live cut-ins from CNN and live coverage from ABC's Good Morning America. The coverage dwarfed previous coverage of the COLE's arrival, which had been named by The Washington Post as one of the "Top Ten Stories of 2000."



The Cirlot Agency was also the agency of record for the team of contractors vying for the U.S. Navy's DDG 1000 contract. With the aid of well-timed and well-executed communications support during the selection process, the Northrop Grumman-led team was awarded the \$2.9 billion contract. This was the first major new defense contract awarded since 1972, not to mention one of the largest defense contracts ever awarded – projected to be a \$60-billion project over a 30-year lifespan.

The Cirlot Agency's involvement with the program began in 1998 when the DD(X) Gold Team, composed of Northrop Grumman Ship Systems, Raytheon, and Boeing, began competing for the multi-billion contract to design the next generation of U.S. Navy warships. This project began during the Clinton administration as DD 21, a single-ship design, and expanded into DD(X), a complete family of ships, when George W. Bush became president.

Early in the game, it was determined that the Gold Team needed to be "branded" as a team, not just a coalition of three distinct corporations. The Cirlot Agency invited the Gold Team's executives from Washington, D.C., Chicago, Los Angeles, and Pascagoula, MS, to Jackson for a strategic branding session to define the Gold Team and determine how to put one face and one voice on three corporations.

NOTHING GOES BETTER WITH NAVY THAN GOLD.

Gold. It symbolizes experience ... value ... solid performance. When Gold is combined with Navy, the result is enhanced beyond the imaginable. The DD(X) Gold Team – Northrop Grumman and Raytheon. The perfect combination for Navy.



Prime Contractor Contract Solicitation Campaign

THE SONS & DAUGHTERS

... the men and women who sail our ships – who ensure and defend our freedom day in and day out – we pledge to provide you with the most capable, most survivable ship ever to sail the oceans of the earth. We pledge to bring you comfortable accommodations, and the latest technology so you may keep in close contact with those you hold dear. To you, we pledge the ZUMWALT (DD 21) Class – a sailor's ship from bow to stern. We pledge to bring you ZUMWALT because every day you pledge to bring us the lucury of freedom that so many the world over yearn for ... but may never, ever know. This is our pledge to you, the sons and daughters of freedom. www.DD21GoldTeam.com





Following the branding session, The Cirlot Agency developed and executed strategic branding and communications tactics. Included were quarterly press briefings hosted at the National Press Club in Washington, D.C., where national defense media and business writers were briefed on the Gold Team's progress. Because of this aggressive approach, the Gold Team's spokespeople became the goto spokespeople of the DD(X) program.

The Agency provided trade show support, including informational materials and media relations, for various major defense trade shows, including the unveiling of the ship prototype at one of the largest defense trade shows in Washington, D.C. This received an unprecedented amount of coverage from over 30 national business and defense writers and two Washington television stations. In addition, the Agency designed and placed ads in major defense and legislative publications that addressed the major issues regarding DD(X), as well as informed audiences of the credibility and capability of the Gold Team.

In 2002, the Gold Team was awarded the multi-billion contract. The Agency was credited as a key player in the win and was honored to be the only vendor invited to attend the victory celebration.

Prime Contractor Contract Solicitation Campaign

THE CIRLOT AGENCY AREAS OF CONCENTRATION

AEROSPACE, DEFENSE AND SECURITY INDUSTRY EXPERIENCE

As one of the top three aerospace and defense communications firms in the country, The Cirlot Agency has put our extensive capabilities to use for a number of corporations for 40 years, including Bell Helicopter, Thales USA, Textron AirLand, ATK, Northrop Grumman, Elbit Systems of America, Raytheon, Lockheed Martin, Boeing and Ingalls Shipbuilding, among many others. As the agency of record for the DDG 1000 program, formerly the DD(X) program, the Agencv helped secure what was named one of the largest defense contracts ever awarded - a \$60-billion proiect over the life of the contract. In addition, the Agency has handled numerous major announcements at the National Press Club in Washington, D.C., and has executed strategic communications aimed at virtually every branch of the U.S. military, the U.S. Government and the aerospace, defense and security industries.

GOVERNMENT RELATIONS & SERVICES

Public affairs and issues management are areas of specialty of The Cirlot Agency. We have provided strategic communications regarding BRAC (Base Realignment and Closure) Commission assessments, employee/union negotiations, acted as media liaisons in discrimination suits from the federal AG's office, helped companies solicit state and federal funding for expansions, provided strategic counsel during FBI investigations ... even handled media in a 3-day hostage situation. The Cirlot Agency was also asked by NATO to create a plan for the citizens of Bosnia to hold their government responsible for the removal of land mines and rebuilding infrastructure following war.

INTEGRATED COMMUNICATIONS

One message. Many outlets. The Cirlot Agency engages a comprehensive mix of solutions in order to create a cohesive strategy for maximum impact in delivering our clients' messages.

- Strategic Counsel
- Media Relations &
 Spokesperson Training

- Media Conferences & Events
- Media Tours
- Public Relations
- Press Conferences
- C-Level Positioning & Thought Leadership
- Industry Association Positioning
- Investor Relations
- Government Relations
- Marketing Communications
- Message Development
- Content Development
- Blog Strategy & Execution
- Social Media Strategy & Execution
- Social Media Monitoring & Analytics
- Promotional & Collateral Materials
 Development
- Internal Communications
- · Labor Relations
- Employee Relations
- Employee Recruitment
- Employee Communications
- Public Affairs & Grassroots Communications
- Crisis Planning & Management
- Issue & Reputation Management
- Philanthropy & Community Relations
- Special Event Planning & Execution
- Trade Show Planning & Support

- Speechwriting & Presentation
 Development
- Communication Training
- Communication Audits
- Translation Services

INTERACTIVE TECHNOLOGY & WEB

What was once considered the wave of the future is now the undercurrent of today's business. The Cirlot Agency offers a complete spectrum of e-services to our clients, including:

- Website Consulting
- Website Architecture & Design
- Custom Website Content Management Solutions (CMS)
- WordPress Development
- Database Enabled Solutions
- E-Commerce
- Integrated Shopping Cart Solutions
- Custom Illustration
- Google Analytics Site Tracking
- Search Engine Optimization (SEO)
 & Submission
- Website Marketing
- Website Banners
- Blog Development
- Social Media Development
- Email Marketing & Campaign
 Development
- Data/Application Technologies: SQL Server, MySQL, PHP

- HTML W3C Compliant
- Interactive Technologies: Javascript, CSS, JQuery, HTML 5, Bootstrap, Custom WordPress and CMS Solutions
- Video Production
- Animation
- Motion Graphics

GLOBAL BRAND DEVELOPMENT

Has your company lost its DNA? The Cirlot Agency's comprehensive Global Brand Development Program – which is designed to take your company to the next level – offers strategic and creative methodology. By exposing your company's potential, we turn management's vision into actionable strategy that brings your brand ... and the DNA that makes it unique ... to life.

- Brand Strategy/Management
- Core Value Development
- Market Positioning Strategy
- Product Launches
- Product Name Development
- Service Name Development
- Product/Service Campaigns
- "Keep It Sold" Campaigns
- Corporate Identity
- Logo Development
- Positioning Statement
 Development

- Key Message Development
- Creative Strategy & Development
- Promotion Strategy
- Integrated Sales & Marketing
- Business Development & Contract "Must-Wins"
- Optimized Sales, Pricing & Demand Strategies

STRATEGIC MEDIA BUYING SERVICES

The Cirlot Agency's media staff has been placing media across the globe for nearly 40 years. Not only have we placed media on a regional, national and international basis, but more importantly, we have built longlasting media relationships with pertinent individuals in the aerospace, defense, security and congressional arenas that provide us with the resources we need to place media effectively and efficiently for our clients.

The Cirlot Agency uses an analytic, ROI-driven approach to media buying and is dedicated to improving our clients' integrated communication campaigns by applying customized, creative media objectives and strategies which are executed with precision.

The Cirlot Agency specializes in negotiation of ad rates and placement in the aerospace, defense, security and commercial industries, including identifying and securing important trade show opportunities to specifically support business development efforts. The Cirlot Agency also uses guerrilla marketing strategies in an effort to capture trade show participants' attention. These strategies include working directly with trade show representatives to secure exclusive exposure opportunities. Our combined leverage, relationships, experience, and negotiation expertise make it possible to secure placements in both a timely and cost-efficient manner.

- Media Research and Strategy
- Media Negotiation
- · Media Buying
- Media Placement
- Media Tracking/Analytics
- Monthly Monitoring & Reports

MARKET INTELLIGENCE

Knowledge to succeed. Sound market research and reliable intelligence is vital to business success in today's corporate jungle. The Cirlot Agency provides the following services to establish benchmarks, pinpoint messaging and discover ways to infiltrate our audiences' thought processes.

- Competitor Analysis
- · Competitor Intelligence
- Corporate Position & Image Analysis
- Experience Management[™]

- Employee Research
- Issues Identification
- Market Analytics
- Focus Group Discussions
- Product Brand Awareness

CONSULTING

A wealth of information can be generated from open dialog. The Cirlot Agency offers industry expertise to companies who are simply trying to establish a direction before committing to a longterm client/agency relationship. For these purposes, we offer our services on an hourly, daily or project basis.

CLIENT TESTIMONIALS

"Simply said – Thank You All! Our refreshed look is a great new beginning. It hit the mark for what we need and for giving us growth space. Even more important than the website, we now have new friends that we can count on at Cirlot – our Strategic Ally. The approach you took with my team is precisely the spirit and philosophy that we embody here at EH Group. You took the time not only get us where we need to be, but you coached, nurtured and cajoled us along the way. You became part of us while you figured out how to help us express who we are. In years past, I've had companies propose to me that I fill out a questionnaire, give them a bucket of money, and they would deliver a website. Y'all are not a company – you're Cirlot."

Ed Hackett President and Founder, EH Group

"Cirlot was a key partner in developing the branding, website and press briefing that accompanied the launch of Textron AirLand's new Scorpion tactical aircraft at the Air Force Association's annual exhibition. The strategy was on target, the communications were powerful, and it was all done on a tight budget under extreme deadline pressure. The launch resulted in hundreds of visits to our show display and a great number of media articles following the press briefing. Cirlot's work gave us a valuable head start in establishing credibility for the new aircraft."

Dave Sylvestre Executive Director. Corporate Communications. Textron Inc.

"After nearly two years of buyouts, mergers and multiple name changes, our company had literally lost its DNA. The Cirlot Agency helped us resurrect our competency themes, redefine who we are and how we will compete in the marketplace. The result has been a company recognized in its industry as a leader. A leader with renewed DNA, a leader that can compete and win in the market place."

Dan Grafton CEO (Retired), Vertex Aerospace

"Cirlot was spot-on during our campaign to win an unmanned aerial systems (UAS) site for Mississippi. UAS are a tough, technical business area, but Cirlot had the know-how and finesse to get us in with the Big Boys of the aviation press. I'm proud to say we'll be testing UAS in Mississippi!"

Maj Gen (Ret) James Poss

Fmr. U.S. Air Force Senior Intelligence Officer and Fmr. Director, Center for Battlefield Innovation at Mississippi State University

CLIENT TESTIMONIALS

"From the moment I met them, I could see that The Cirlot Agency had the talent, creativity and interpersonal skills for working on complicated issues and getting things done."

Brandon R. "Randy" Belote, III VP, Strategic Communications (Ret), Northrop Grumman

"The Cirlot Agency team has mastered the art of developing client relationships. They have invested the time necessary to understand our business and demonstrated that they care about the future of our company."

Brig Gen (Ret) Steve Roser Fmr. Vice President, Marketing, Elbit Systems of America

"Every person assembled here tonight from Raytheon and Northrop Grumman played an important role in this win. The only vendor, or better yet partner, invited to celebrate this win tonight is a group that has been with us since the beginning four years ago. They positioned the Gold Team as winners before we ever drafted the first proposal or submitted the first design. Frankly, they have become a trusted partner and ally to both Bat and I as well as the entire Gold Team. Please join me in welcoming and thanking Rick Looser and The Cirlot Agency. We wouldn't be here without them."

Speech by Jack Cronin Fmr. VP Raytheon in charge of DD(X) Program, at Down Select Celebration October 2, 2002, New Orleans, LA

"I don't know if your team has a better design than ours and I don't know who is going to be awarded the contract – but I do know this – Every time I open the latest issue of *Defense News*, your ads make you look like the winners. Your advertising and PR is kicking our ass."

Blue Team Program Manager As told by Bat Robinson, VP Northrop Grumman in Charge of DD(X), Surface Navy Show 2000

"The Cirlot Agency is without a doubt the best creative agency I have worked with in my 20+ years of Corporate Communications. They are creative, innovative, and responsive and approach every challenge as a true partner."

Bob Hastings Fmr. Senior Vice President, Communications & Government Affairs, Bell Helicopter

THE CIRLOT AGENCY

INCORPORATED

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