



October 1, 2004

Weber Shandwick engaged Kwame Jackson in September 2004 as a spokesperson for Life Insurance Awareness Month on behalf of our client, the Life and Health Insurance Foundation for Education (LIFE). Kwame's participation in this educational campaign far exceeded both Weber Shandwick's and LIFE's expectations.

LIFE, the educational arm of the life insurance industry, saw Kwame's personal story as a perfect illustration of the necessity of life insurance, and was excited to have him join its month-long, national public awareness campaign. LIFE found in Kwame someone who could speak personally and professionally about the topic of life insurance. As he said in his speech on LIFE's behalf at a convention of more than 2,000 insurance professionals, "the importance of life insurance is a message that I feel passionately about...this is not simply a pitch for me, but a personal story."

In his capacity as spokesperson, Kwame participated in interviews with media outlets including the *New York Times*, FOX & Friends, CNNfn Your Money, Inside Edition and Bloomberg Radio, in addition to a Satellite Media Tour (SMT) and Radio Media Tour (RMT). His participation in these media interviews on behalf of Life Insurance Awareness Month was instrumental in reaching millions of Americans with LIFE's messages about the importance of having life insurance, and of working with a qualified insurance professional.

The response from the media was outstanding. We saw unprecedented demand for LIFE's SMT and RMT, with more than 80 outlets requesting interviews with Kwame. Kwame approached these highly demanding broadcast media tours with a high degree of energy and enthusiasm, and was able to deftly keep the focus on life insurance. And following these appearances, traffic to LIFE's consumer Web site increased 100 percent.

Kwame was an excellent spokesperson on behalf of the life insurance industry during the September 2004 Life Insurance Awareness Month, and comes highly recommended by the LIFE team at Weber Shandwick.

A handwritten signature in black ink, appearing to read "Rachel Lohman", written in a cursive style.

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