

SAUTER CREATIVE

* INTELLIGENT BRANDING

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August 22, 2003

Mohamed Methqal
EPFL

Dear Mr. Methqal,

I remember meeting you at the NETS Welcome Cocktail Reception back in June. And of course, I heard your brief presentation to the whole group and thought that you might be interested to learn more about my brand consulting firm and what I am able to offer entrepreneurs and growing companies. In this rapidly changing marketplace, where companies are vying for a limited number of dollars, presenting an appropriate, strong corporate brand has become increasingly important in differentiating your company and products from the competition. With this in mind, I thought I would introduce my firm to you as a possible *future* resource.

Sauter Creative is a brand consultancy whose core competencies include corporate identity, brand strategy and visual marketing communications. We believe that it is necessary to develop the corporate / brand strategy and follow through with a visual imagery program in order to implement and increase the effectiveness of a brand management plan.

During my years at FutureBrand in New York City, I developed an expertise which enabled clients such as DuPont, Newcourt Financial, Rogers Communications, Santander Global Advisors and others to improve their image, raise awareness among key audiences, increase customer loyalty, and gain significant competitive advantages in the marketplace. In 1999, I founded Sauter Creative in the Boston area and have helped companies from entrepreneurial ventures to Fortune 500 Corporations such as Biogen improve their brand presence and build brand equity.

Of particular interest to you and your industry might be Sauter Creative's recent work for Biogen, Inc, and also that of Inverness Medical, a Johnson and Johnson company. Biogen was at a turning point, ripe for a merger, and when my company was introduced, was able to pinpoint their branding strategy, guide them to a new tagline and ease communications once the merger was announced with an employee communications plan. The work is on-going. "Laura was instrumental in helping to demystify branding and in turning an idea into a well-managed initiative. She quickly understood the specific issues our corporation faced and proposed a viable solution," raved my client, Gunther Winkler, PHD., Vice President, Strategic Initiatives at BIOGEN. "Her involvement from the planning stage to the final implementation was a key success factor for the initiative, both in the US and abroad."

With Inverness Medical, we developed and provided this client with a comprehensive, branding standards manual in both print and electronic versions. These standards manuals served two purposes. Firstly, they enabled all brand managers/stakeholders to focus on the strategic initiatives of the company, and relate the brand positioning to key design elements quickly. Secondly, they ensured

compliance and simplified maintenance of the strategic direction of the company. In this way, all resources responsible for creative, brand applications (ad agency, internal design department, creative design firm, printer) follow guidelines appropriate to building equity of the the Inverness Medical brands.

I have enclosed some information for your review. Please expect an e-mail next week to discuss the specific needs of your developing entrepreneurial concept (company) and how we might be of service to you. I am married to a Swiss National and am in Switzerland at least twice a year for family visits, and could easily take time to meet personally with you, view your proposed business plan and learn more about your intended product line. I know that you are still building your concept and gathering capital. I just urge you to take the time upfront to integrate the development of your Brand into the early planning process. My experience with entrepreneurs is that brand building is often left until after the products are defined, developed, a manufacturing process is outlined, and all the nuts and bolts are “together”. By then it can be too late. I would be pleased and honored to help you grow along the way!

Sincerely,

Laura Sauter
President

WHAT OTHER CLIENTS ARE SAYING ABOUT SAUTER CREATIVE:

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Laura's solution was nothing short of outstanding and we received accolades from all of our AMBI 'stakeholders' that the annual report was superb in every respect.

—Fredric Price, CEO, BioMarin Pharmaceuticals (former CEO, AMBI Pharmaceuticals)

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Laura provided strategic art direction for the multi-million dollar implementation of our new brand including comprehensive visual guidelines across multiple media. The result was a powerful and inspiring image of our company.

—Lynda Kwasnik, former Vice President, Corporate Marketing / Newcourt Credit Group

SAUTER CREATIVE

INTELLIGENT BRANDING
INSPIRED STRATEGY
PASSIONATE ALLY

Sauter Creative is led by Laura Sauter, whose creative initiatives include developing strategic branding projects for such clients as Biogen, Wilmington Trust, Canada's Rogers Communications, and Quality Systems & Software. Her expertise in developing brands is significantly broadened by years of experience in publication design, corporate collateral projects as well as advertising and building strategic business platforms.

Laura is a passionate ally of clients ranging from independent entrepreneurs to global businesses. She practices "intelligent branding" that guides clients to combine their strategic messaging with the art form of elegant design.

It is rare to find creative talent that can approach design projects with such a strategic business angle. She starts initiatives a beautiful design creation knowing that it must be an impactful piece of communications or a new strategic brand identity which is in sync with the client's business, the company's goals, values and past as well as future history.

WHAT CLIENTS ARE SAYING ABOUT SAUTER CREATIVE:

We hired Laura as a strategic consultant for our corporate branding initiative. She was instrumental in helping to demystify branding and in turning an idea into a well-managed initiative. In the course of the project I got to appreciate Laura's vast experience with branding. She quickly understood the specific issues our corporation faced and proposed viable solution. Her involvement from the planning stage to the final implementation was a key success factor for the initiative, both in the US and abroad.

— Gunther Winkler, VP Strategic Initiatives, BIOGEN

PARTIAL CLIENT LIST

Financial Services Sector

Newcourt Financial, Wilmington Trust, Coopers & Lybrand,
Santander Global Advisors, OppenheimerFunds,
Emme Consulting, Angel Equity

Technology Sector

Lucent Technologies, Get2Net, E-Ink (Immedia product line),
QSS: Quality Systems & Software, Intelisys On-Line Purchasing

Healthcare

Biogen, Inverness Medical Innovations (a Johnson & Johnson Co),
AMBI Pharmaceuticals

Communications Sector

Rogers Communications, Worldport Telecommunications

Manufacturing Sector

DuPont, Walter P. Sauer Fine Furniture, Hampton Management,
IFDA (Int'l Furnishings+Design Assoc), Bronxville/Ley Real Estate,
Crown Vantage Paper

Retail / Entertainment Sector

Waldenbooks, All Wound Up,
Borders Books Outlet, Rudolph Adamo Salon & Spa,
The Wedding Librar, Latté Da! café, Patria Restaurant,
Rodriguez Restaurant Group (RRG)



CREATIVE CAPABILITY

BRANDING & IDENTITY DEVELOPMENT ~ CONSULTING ~ PRINT COMMUNICATIONS & COLLATERAL
~ ADVERTISING ~ PACKAGING ~ WEBSITE TEMPLATES & INFO ARCHITECTURE ~ STATIONERY & INVITATIONS
~ RESTAURANT IDENTITY & DESIGN