

EXHIBIT “B”

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SCOPE OF WORK FOR TRANPRINT – POST-PETITION:

- Develop a communications strategy that ensured Transprint USA, Inc. ("Transprint") had a positive perception in Harrisonburg among locals, employees, local businesses, public affairs and the media.
- Research and work with executive team to develop new company messages that are strong, consistent and tailored for the audience whether it be suppliers, customers, employees or the media.
- Target media outlets that have reported unfavorably on Transprint during the last 18 months.
- Extend personal invitations for media to meet CEO, allowed supervised tours of Transprint
- Craft new companies messages and develop a consistent new voice for Transprint and CEO Mark Fox in preparation for local and trade media tours.
- Edit and overhaul digital platforms (websites) that represent the message and the way it looks and feels.
- Position website to increase sales

WORK COMPLETED – POST-PETITION:

- Fact finding mission - Research and identify ownership of company web domains that were not operated in-house at Transprint
- Secured website content
- Monitored web site crashes, fixed and reported to executives when sites were back to normal
- Developed creative direction of digital platforms
- Researched web platforms that would be cost effective for the transition
- Established temporary host for test site.
- Discussed with company executives to establish digital strategy moving forward and begin official digital consolidation
- Deconstruct, review and edit very section of websites.
- Established company-landing page
- Organized and shifted Airdye and Transprint content
- Launched initial redesign concept with new messaging, imagery and user friendliness
- Created specific home page sliders and visuals that subliminally directed visitor to areas of content that Transprint wanted to promote
- Edited navigation of website form the bar to click through in order to increase customer time spent on site
- Established basic analytics program to target what has been viewed and feed to sales team
- Safely secured Design library