

Ken Grobe  
NB video  
Script Prelims  
(see initial boards  
for letter ref)  
11/18/97

\_A\_

THE NEW BALANCE WEB SITE  
DEBUTED IN 1994.

\_B\_

SINCE THEN, IT HAS ATTRACTED  
OVER 200,000 VISITORS.

\_C\_

200,000 PEOPLE  
INTERESTED IN  
NEW BALANCE

THAT'S AN AUDIENCE  
YOU CAN'T PASS UP

\_D\_

WELCOME TO THE NEW BALANCE WEBSITE.

[Welcome to the

--NEW BALANCE footprint--

Website]

[home page]

\_E\_

EASY ACCESS TO PRODUCT INFO

[TITLE CARD]

CONTAINS A COMPLETE PRODUCT CATALOGUE

\_G\_

UPDATED EVERY QUARTER

\_H\_

FEATURES \_\_\_ ITEMS

\_I\_

SEARCH BY GENDER

\_J\_

SPORT

\_K\_

SPECIFIC SHOE

\_L\_

OR FULL CATALOG SEARCH

[title card]

\_M\_

FULL LISTING OF DEALERS NATIONWIDE

\_N\_

MORE ADDED EACH QUARTER(?)

\_O\_

SEARCHABLE

\_P\_

LINKS TO ONLINE DEALERS

\_Q\_

\_\_\_ DEALERS LISTED ON SITE

\_\_\_% OF VIEWERS GO TO THE DEALER LISTINGS

\_R\_

[title card]

INCENTIVES FOR  
RETURN TRAFFIC

\_S\_

FEATURED PROMOTIONS  
[REGULAR PROMOTIONS?]

\_T\_

LATEST RACE INFO

(starting line, race for cure, mill \$ challenge)

\_U\_

FRESHEST CONTENT  
(or)  
HOTTEST RUNNING LINKS

HOTTEST WEB SITES

\_V\_

EXTENDS THE PHILOSOPHY

or

[title card]

THE NEW BALANCE MESSAGE  
EXTENDS THROUGHOUT  
THE WEB SITE

ACHIEVE NEW BALANCE

\_W\_

[TESTIMONIALS]

[title card]

1997 SAW A \_\_% INCREASE  
IN TRAFFIC TO  
THE NEW BALANCE WEB SITE

\_X\_

IN 1997  
TRAFFIC TO THE  
NEW BALANCE WEB SITE  
INCREASED BY  
\_\_\_%.

\_Y\_

[title card]  
BY 1998

\_\_\_ PEOPLE  
WILL BE ONLINE.

\_Z\_

[title card]  
DON'T GET LEFT BEHIND.

\_AA\_

[title card]  
WWW.NEWBALANCE.COM