U.S. Department of Justice
Washington, DC 20530

Exhibit A
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

OMB NO. 1124-0006

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: http://www.fara.gov/. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: http://www.fara.gov/.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant
Edelman
200 East Randolph Drive
Chicago, IL 60601

2. Registration No.
3634

3. Name of foreign principal
Oerlikon Solar Ltd.

4. Principal address of foreign principal
Hauptstrasse 1a
CH-9477 Trubbach
Switzerland

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 31

5. Indicate whether your foreign principal is one of the following:

- ☐ Foreign government
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Committee
  - ☒ Corporation
  - ☐ Voluntary group
  - ☐ Association
  - ☐ Other (specify):
- ☐ Individual-State nationality

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official with whom registrant deals

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal.

Oerlikon Solar offers field proven equipment and end-to-end manufacturing lines for the mass production of thin film silicon solar modules.

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☒	No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐	No ☒
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☒	No ☐
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☒	No ☐
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☒	No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐	No ☒

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

Oerlikon Solar is one of six business segments within the Oerlikon Corporation. They started as a new product line in 2003 but were then established as a standalone business segment in 2008. Oerlikon's commercial activities center on turn-key solutions for the manufacturing of thin film silicon solar modules (Oerlikon Solar) protective coatings for precision tools and components (Oerlikon Coating), systems for producing vacuums and conveying process gases (Oerlikon Vacuum), equipment for textile production (Oerlikon Textile) and propulsion technology (Oerlikon Drive Systems) as well as aerospace and production systems for nanotechnology applications (Oerlikon Advanced Technologies). The Oerlikon Group is publicly traded on the Swiss Exchange.

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 31

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party, or other foreign principal, state who owns and controls it.

Date of Exhibit A	Name and Title	Signature
6/17/10	Randy Corley Global Compliance Officer	

U.S. Department of Justice
Washington, DC 20530

Exhibit B
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

OMB NO. 1124-0004

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: http://www.fara.gov/. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: http://www.fara.gov/.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 31

1. Name of Registrant	2. Registration No.
Edelman	3634

3. Name of Foreign Principal

Oerlikon Solar Ltd.

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

- Support Oerlikon Solar in their participation in the Zero Race. The race starts in Switzerland with stops in 150 major cities worldwide.
- Highlight Oerlikon's drive to improve its technology to decrease the cost of producing solar film and increase panel efficiency which will enable solar energy to be sold at prices that are comparable with retail electricity rates in regions like Southern Europe or California by 2012.
- Communicate how Oerlikon enables its customers to achieve a rapid and predictable entry into the thin film silicon panel production by providing the fastest time to revenue with proven and pre-certified panel technology.
- Increase awareness on how solar energy , as a renewable resource, reduces dependence on fossil fuels and lowers C02 emissions and how it is now an integral part of the energy policy of governments around the world with stimulus and subsidy money being made available to accelerate demand.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Edelman is tasked with generating positive PR results for Oerlikon Solar. We achieve this in partnership with our offices throughout the globe. The U.S. Edelman team supports Oerlikon Solar with announcements, events, and proactive and reactive media relations.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Media coverage intended to increase awareness on how solar energy, as a renewable resource, reduces dependence on fossil fuels and lowers CO2 emissions and how it is now an integral part of the energy policy of governments around the world with stimulus and subsidy money being made available to accelerate demand.

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 31

Date of Exhibit B	Name and Title	Signature
6/17/10	Randy Corley Global Compliance Officer	

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 31

March 12, 2009

Oerlikon Solar Ltd. Trubbach
Hauptstrasse 1a
CH-9477 Trübbach
SWITZERLAND

This letter confirms the agreement between Oerlikon Solar Ltd. Trubbach ("Oerlikon Solar") and Daniel J. Edelman, Inc. d/b/a Edelman. ("Edelman") for public relations project/s (the "Agreement") to commence on February 3, 2009.

The fee for the services provided by Edelman (the "Fee") shall be $20,000 per month, plus out-of-pocket expenses, as incurred and described further below. The Edelman fees for these services will be payable to Edelman via wire transfer to the account information provided by Edelman. Oerlikon Solar shall reimburse Edelman for all taxes, including, without limitation, taxes on the sale or use of goods and services, value added taxes, and general services taxes, imposed by any government or taxation authority, as a result of Edelman s performance of the Services; provided, however, that Oerlikon Solar shall not be responsible for any taxes based solely on Edelman's income.

The services provided by Edelman (the "Services") shall include media relations and related services that have been further described in the Scope of Work ("SOW"), attached to this Agreement. Edelman shall use its commercially reasonable efforts to perform the Services Edelman shall reevaluate the Scope of Work and budget every three months to ensure alignment. In the event the scope or any component of the services affects the budget, the parties agree to meet to review the services to be provided hereunder and the estimated fees and expenses and negotiate in good faith any mutually agreed upon increases to the budget via a written amendment to the applicable SOW.

If Oerlikon Solar wants to expand the scope of the services or wants additional services, Oerlikon Solar and Edelman shall mutually agree upon the additional services to be performed and the related costs required to perform the additional services and either amend the current SOW or execute a new SOW, as appropriate in writing. Edelman shall bill Oerlikon Solar and Oerlikon solar shall pay Edelman for such mutually-agreed upon additional services in accordance with the terms of this Agreement.

Billed [monthly in arrears] separately and at cost will be most out-of-pocket expenses, such as travel, phone and telecom access, delivery services, public relations wire and clipping services, postage and copying. All expenses above $1000 must be approved in advance by Oerlikon Solar (email approval shall be deemed sufficient). Edelman may add an industry standard 17.65% mark-up to certain production services bought externally, including photography, audio/visual, assembly, distribution and print production services. Edelman will notify Oerlikon Solar in advance if any such services subject to the additional 17.65% mark-up are recommended, and Oerlikon Solar will have the sole right to utilize such services through Edelman or independently of Edelman through other vendors and without Edelman's supervision of such vendors.

Edelman Fees are typically billed on the first day of each month, out-of-pocket costs are typically billed monthly in arrears All invoices are payable to Edelman on a net thirty (30) day basis.

Unless specifically paid for by Oerlikon Solar, Edelman does not perform any searches, including but not limited to, trademark, copyright or patent searches, to determine if materials prepared or provided by it, or any portion thereof, may infringe the rights of any third party, and such searches and determinations are the responsibility of Oerlikon Solar. Nothing herein shall prohibit or prevent Edelman from using materials that are obtained from third parties pursuant to limited licenses.



Upon payment in full of all amounts due and owing Edelman with respect to the Services, Edelman will, upon Oerlikon Solar's request, assign all of its right, title and interest, including all of its copyright and trademark rights, in the materials Edelman creates in connection with such Services; provided, however, that Oerlikon Solar shall obtain no ownership interest in (i) third party materials, including without limitation, stock photography, (ii) materials prepared by Edelman prior to or outside the scope of this Agreement, even if customized for Oerlikon Solar, and (iii) materials Edelman considers proprietary, including but not limited to, media lists, media training guides, influencer lists, data bases, BrandCARE™ materials and proposals Edelman submits to Oerlikon Solar that Oerlikon Solar does not engage Edelman to implement. Upon Oerlikon Solar's request and at Oerlikon Solar's expense, Edelman shall use reasonable efforts to obtain from any third party any and all assignments and releases necessary to grant Oerlikon Solar the rights of such third party. This Section shall survive termination or expiration of this Agreement.

In the course of performing services, each party recognizes that it may have access to information that the other party identifies as confidential. Each party will use reasonable efforts to keep all such information confidential, and will not use it for any purpose other than to perform services under this Agreement. No information shall be deemed confidential unless so marked if given in writing or, if given orally, identified as confidential orally prior to disclosure or within 7 days after disclosure. Each party's obligations of non-disclosure shall not apply to information which: (a) is or becomes a matter of public knowledge though no fault of or action by the receiving party's part; (b) was rightfully in the receiving party's possession prior to disclosure without restriction to keep it confidential provided that such prior knowledge can be evidenced through receiving party's appropriate written records; (c) subsequent to disclosure, is rightfully obtained by receiving party's from a third party who is lawfully in possession of it without restriction to keep it confidential; (d) is independently developed by receiving party's without resort to the confidential information as evidenced by receiving party's written records; or (e) is required to be disclosed by law or judicial order. Each party's obligation of confidentiality shall survive this Agreement for a period of five (5) years from the date this Agreement shall terminate.

Except as provided in this Agreement, each party shall not disclose confidential information of the other party to any other person other than its directors, officers and employees having a need-to-know who are directly involved to perform the Services provided, however, that the receiving party shall be responsible for any failure of such persons to comply with this Agreement, shall cooperate with the disclosing party in enforcing the rights of the disclosing party in connection with a breach of this Agreement and shall take commercially reasonable security measures to avoid disclosure or use of the confidential information of the disclosing party.

Oerlikon Solar represents and warrants that (i) the materials, statements and information it provides, prepares or directs Edelman to use are accurate and complete; (ii) it is the owner or licensee of all intellectual property rights sufficient to enable Edelman to edit, reproduce, display and otherwise use, publish and distribute such materials, in whole or in part, in performing Services for Oerlikon Solar hereunder; and (iii) the materials, statements and information it provides, prepares, approves or directs Edelman to use do not violate or infringe the patent, copyright, trademark or other intellectual or proprietary right of any third party, infringement of the rights of privacy or publicity, or defamation or libel. This section shall survive the termination or expiration of this Agreement.

Each party agrees to defend, indemnify and hold the other party and the other party's affiliates and their respective employees, agents, partners, representatives, officers, directors, predecessors, successors and assigns harmless from and against any and all third party claims, losses, costs (including reasonable attorneys' fees), damages, suits or judgments, of any kind or nature, arising out of or relating to (i) breach of any provision, warranty, or representation in this Agreement; any acts or omissions by the indemnifying party in connection with the performance of any of its duties hereunder, including the performance of any services to clients pursuant to this Agreement, or (ii) in the case of Oerlikon Solar: product liability or death, personal injury or property damage arising out of, or relating to, Oerlikon Solar's products, services



or equipment or any liability arising from the materials, statements and information Oerlikon Solar directed Edelman to use. This section shall survive the termination or expiration of this Agreement.

EDELMAN'S AGGREGATE LIABILITY ARISING OUT OF, OR RELATING TO, THIS INTERIM LETTER AGREEMENT (WHETHER IN CONTRACT, TORT OR OTHER LEGAL THEORY) SHALL NOT EXCEED THE AMOUNT OF FEES PAID BY OERLIKON SOLAR TO EDELMAN HEREUNDER. IN ADDITION, EDELMAN SHALL NOT BE LIABLE TO OERLIKON SOLAR FOR ANY SPECIAL, CONSEQUENTIAL, PUNITIVE OR OTHER INDIRECT DAMAGES (INCLUDING, BUT NOT LIMITED TO, LOST REVENUES OR PROFITS), WHETHER OR NOT NOTIFIED OF SUCH DAMAGES. This section shall survive the termination or expiration of this Agreement.

During the term of this Agreement and for one (1) year following its termination, Oerlikon Solar and Edelman agree not to hire, contract with, solicit, or try to entice away each other's employees who either are working or previously worked for Oerlikon Solar or Edelman during the period this Agreement is in effect. This section shall survive the termination or expiration of this Agreement.

This Agreement shall be governed by and interpreted in accordance with the laws of Switzerland.

If either party materially breaches this Agreement (the "Defaulting Party"), and such breach is incapable of cure, or, with respect to such breaches capable of cure, such Defaulting Party does not cure such breach within thirty (30) days after written notice of material breach, the non-defaulting party may terminate this Agreement upon written notice to the Defaulting Party. Termination of this Agreement will be without prejudice to any other rights and remedies that the non-defaulting party may have under this Agreement.

The first term of this contract will be for 12 months. After that time Oerlikon Solar and Edelman may terminate this Agreement as per the end of each calendar month giving written notice to the other party at least one (1) month before. Upon expiration or termination of this Agreement, Oerlikon Solar shall pay Edelman all fees for services rendered through the termination date and reimburse Edelman for expenses incurred through the termination date. In addition, Oerlikon Solar shall either assume liability or pay Edelman for non-cancelable expenses committed to be incurred prior to the termination date if and to the extent such non-cancelable expenses have been previously communicated to and agreed by Oerlikon Solar in writing (as stated hereunder).

Neither party shall be liable to the other for any delay or failure in performance hereunder due to causes which are beyond the reasonable control of the party unable to perform, except for the failure to pay any amounts due hereunder. If a force majeure event remains in effect for more than thirty days, the other party may terminate the affected SOW.

Neither this Agreement nor any right under this Agreement may be transferred or assigned by either party without the prior written consent of the other party, with such consent not to be unreasonably withheld; provided, however, that Edelman may elect to engage subcontractors in connection with the performance of its Services hereunder, subject to prior written approval of Oerlikon Solar, which shall not be unreasonably withheld (email is sufficient).

Any modification or amendment to this Agreement must be stated in writing.

ACKNOWLEDGED AND AGREED

Oerlikon Solar Ltd. Trubbach — DATE 16.3.09

Oerlikon Solar Ltd. Trubbach — DATE

Todd Irwin
Edelman — DATE March 18, 2009

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 31

EXHIBIT A - SCOPE OF WORK

Activity	Cost Estimate	Basis	Annualized Cost	Notes
1. General				
Creation of the overall PR strategy for 2009	$2,775.00		$2,775.00	
Review and rework basic media kit	$1,902.50		$1,902.50	
Total		**one time**	**$4,677.50**	
2. Minor Announcement Program				
Management of Questionnaires	$357.50	per announcement	$357.50	Assume six minor announcements
Q&A's	$357.50	per announcement	$357.50	
FAQs, backgrounder etc.	$717.50	per announcement	$717.50	
Key technology stories	$2,617.50	per announcement	$2,617.50	
Total			**$24,300.00**	*Pricing does not include drafting releases
3. Major Announcement Program				
Creation of overall messaging plan for 2009	$2,560.00	one time	$2,560.00	
Planning and support in adapting relevant messages to corresponding markets	$1,000.00	per market per announcement	$16,000.00	Assume four major announcements and four markets per announcement
Planning and support of main message release schedule	$6,455.00	per major release	$25,820.00	Assume four major announcements
Creation of trade show messaging in coordination with marketing messages	$525.00	per trade show	$3,675.00	Seven trade shows as per brief
Total			**$48,055.00**	*Pricing does not include drafting releases.
4. Rapid Response Actions Support				
Quick, time critical support for critical or unexpected issues	$2,700.00	per month	$32,400.00	
Data submission to media	$930.00	per month	$11,160.00	
Management of media and IR requests with urgent deliveries	$765.00	per month	$9,180.00	
Total			**$52,740.00**	
5. Press Release Support				
Native speaker check and rework of OS press releases	$1,000.00	per market per announcement	$30,000.00	Assume 10 announcements, three markets per
6. Proactive PR				
Pitching interviews and speaking opportunities	$1,551.02	per month	$18,612.24	
Story placement in important publications (on & offline)	$1,228.77	per month	$14,745.24	

Activity	Cost Estimate	Basis	Annualized Cost	Notes
Positioning of Oerlikon Solar as Information hub for • relevant media • relevant policy makers • industry research and analyst firms	$707.39	per month	$8,488.68	
Proactive story creation relevant to the corresponding market demand	$618.31	per month	$7,419.72	
Total			**$49,265.88**	
7. Speaking Program				
List of speaking opportunities & topics	$675.00	one time	$675.00	
Creation of a speaker's schedule 2009	$1,025.00	one time	$1,025.00	
Total			**$1,700.00**	
8. Trade show communication (PR/IR)			PR & IR support of priority shows and exhibitions	
Asia				
PV Expo Japan (Tokyo, 25-27 February)	$9,160.00	one time	$9,160.00	
SNEC (Shanghai, May 6-8)	$8,000.00	one time	$8,000.00	
Renewable Energy India (New Dheli August 11-13)	$3,400.00	one time	$3,400.00	
Solarcon Taiwan (Taipeh, 7-9 October)	$8,000.00	one time	$8,000.00	
USA				
Intersolar NA (San Francisco, July 14-16)	$5,875.00	one time	$5,875.00	
Solar Power (Anaheim, October 19-22)	$5,875.00	one time	$5,875.00	
Europe				
EU PVSEC Hamburg (September 21-24)	$7,000.00	one time	$7,000.00	
Total			**$47,310.00**	
9. Media Tour				
Creation of media road shows	$9,260.00	one time	$9,260.00	Assumes four road shows at three days each
Pitching for interview partners	$18,280.00	one time	$18,280.00	
Support of Oerlikon Solar spokes persons	$25,932.00	one time	$25,932.00	
Creation of relevant briefing docs for Oerlikon Solar spokes persons	$6,200.00	one time	$6,200.00	
Total			**$59,672.00**	
10. Reporting				
Weekly PR report with update on agreed deliverables	$375.00	per month	$4,500.00	
Regular conference call with project team and involved Oerlikon Solar representatives	$2,200.00	per month	$26,400.00	
Total			**$30,900.00**	

** Out of pocket expenses are not included in this budget estimate and will be additional*

Summary*

Activity	Cost
1. General	$4,677.50
2. Minor Announcement Program	$24,300.00
3. Major Announcement Program	$48,055.00
4. Rapid Response Actions Support	$52,740.00
5. Press Release Support	$30,000.00
6. Proactive PR	$49,265.88
7. Speaking Program	$1,700.00
8. Trade show communication (PR/IR)	$47,310.00
9. Media Tour	$59,672.00
10. Reporting	$30,900.00
Total cost annualized	$348,620.38
Total cost monthly average	$29,051.70
Edelman's Investment in Oerlikon Solar	$9,051.70
Interim monthly cost	**$20,000.00**

**Out of pocket expenses are not included in this estimate and will be billed separately*

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 32

Oerlikon Solar 2010 PR Budget

This Scope of Work (SOW) shall be governed by the Agreement between Oerlikon Solar and Edelman dated March 12, 2009 that became effective February 3, 2009. This SOW authorizes Edelman to perform the services outlined in the document at the rates outlined in this document commencing February 3, 2010 and continuing for a period of twelve (12) months.

Description	Per month
Media Relations Blitz- Zero Race *Pre Race Activities:* • Kick off release: Draft and finalize release • Pitch Kick off release and secure coverage (Includes briefing materials for onsite support during briefings along with follow-up) *During the Race Activities:* • Create media strategy along the race course (media/topic/suggested action, eg. Interview, press conference, round table, blogger event etc.) and divide in between supported events and virtual supported events • Create communication milestones list based on the cities the race stops at • Research edcal opportunities and create edcal opps list according to comm highlights and milestones • Coordinate with Zero Race partners for media opps, staff media opps on site or virtually • Distribute media alerts during the race: Draft, pitch and secure media opps during major mile stones • On site: Support all key press conferences and proactively secure interviews leveraging all event resources (e.g. celebrities, design team, partners, customers, etc)	$15,000 per month (selection of cities to be agreed on within the team) ***Switzerland activities will be covered by OS directly (e.g. media partnerships, interviews etc.).
Proactive Media Outreach ***This is dependent on messaging and timely topics that Oerlikon Solar can speak to. Post Race Activities: • Proactive media relations: The team will proactively pitch trade, business, solar and automotive press and we recommend leveraging the design team and celebrities such as Ban Ki Moon, Tesla and others that represent the innovation in clean energy. Ongoing Proactive Media Relations: • Pitch stories and offer briefings with Oerlikon Solar experts & executives, including Chris O'Brien, customers and partners where appropriate	$4,000

• Develop proactive story ideas • Hold in person or phone interviews • Create briefing sheets for each interview • Staff interviews and provide follow up • Track and report on resulting coverage • Field incoming inquiries • Research edcal opportunities and pitch accordingly • Maintain edcal calendar • Update media list with solar trade, clean tech, bloggers, business and broadcast reporters on a regular basis	
News Cycle Program • Draft /edit press releases outside of Zero Race event • Secure and host pre-briefings with relevant media as appropriate • Distribute press release to key contacts and post release on wire service	$ 1,500
Reporting/Account Management • Basic account mgmt tasks such as agenda settings, minutes and invoicing/budgeting • Prepare a weekly status report • Produce monthly coverage recap report of all results and engagement activity (due date: 15th of the following month) • Meetings with Oerlikon Solar communications team twice a year in person (K. Kupiecky & M. Walsh), once in Switzerland (Spring) and once in the U.S. (Autumn) • Coordination with International teams outside of events • Track U.S. speaking engagements and flag relevant opportunities • All regular project admin fees (e.g. calls, paper etc.) incl. Special projects based on cost estimates.	$ 3,000
TOTAL	**$23,500 U.S.**

NSD/CES/REGISTRATION UNIT
2010 JUL 20 AM 10: 32

***If support is needed in multiple cities at the same time we will determine with you which city is most important for support and shift the entire budget over for that month to that region. If it is a region other than the U.S., the U.S. team will slow down work to compensate for other regional PR activity since extra budget for event support is not available.

AGREED & ACKNOWLEDGED:

5-2-2010

Oerlikon Solar Ltd, Trubbach — Date

Todd

8- Feb 2010

Todd Irwin, Edelman — Date