



NYSE Symbol: BEZ

Baldor Electric Company was founded in 1920 in St. Louis, Missouri by two men with a mission to “build a better motor.” And that’s exactly what they did. Between the Depression and a World War, Baldor managed to stay afloat by designing and manufacturing the highest quality, most energy efficient industrial grade electric motors in the world. After relocating to Fort Smith, Arkansas in the late 1950’s because of its central location, Baldor steadily grew to become one of the top 10 industrial motor manufacturers in the U.S., fighting off giants like GE and Westinghouse.

When many of the major player motor manufacturers began moving their plants offshore in the 1970’s - 90’s, Baldor bucked the trend by staying in the U.S. – even expanding the number of their plants while ramping up production. We were hired in 2001, three months after the 9/11 attacks and just months before a recession set in. Because Baldor stayed in the U.S., kept their employees in place and built up their inventory when others were reducing theirs, Baldor sales

grew during this period when competitor sales were dropping.

In 2007, Baldor purchased their biggest motor competitor, Reliance Electric/DODGE Power Transmission Products, effectively doubling the size of the company not only in the number of plants, employees and products but in overall sales. We have been fortunate to have experienced those exciting times as Baldor’s agency. In the process, we’ve had incredible opportunities to create, produce, implement and track advertising and marketing programs that extend throughout the world. Below are a few examples of the work we’ve done with Baldor:

- Creation, naming and promotion of Baldor’s ProSpec program – a team of Baldor engineers working together to answer engineering questions and application problems from engineers around the world

Baldor Motors
85 Years of Unmatched Quality

The Sign of Quality

Standby for Big Power

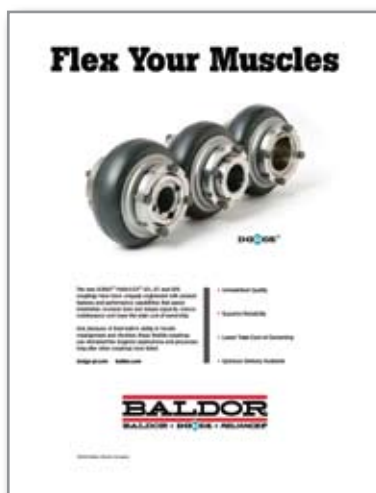
BALDOR GENERATORS

Trade Pub Ads

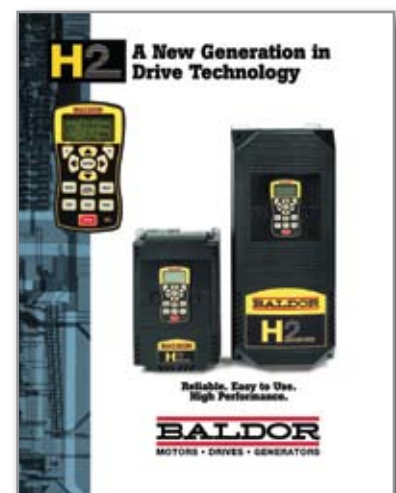
- Annual reports
- Trade show participation
- National and international sales meetings
- Trade publication product ads
- Brochures for generators, custom motor capabilities and H2 drives
- Industry specific research
- Co-branding materials
- Corporate image campaigns
- Investor relations materials
- Media placement and monitoring more than 50 publications each year
- Coordination and participation in Baldor's Media Week – an annual event that brings all possible trade publications to Little Rock for one week to pitch their magazines for consideration in the upcoming publication schedules. During that week as many as 100 people come through our offices to give us and Baldor their best shot
- Yearly advertising budgets and media recommendations
- Special electronic media coordination
- Added value tracking



Annual Report



Trade Pub Ads



Product Launch Brochure