

RB REPORTER

Volume 2, Number 6

May 11, 1984

MEDIA UPDATE

RB5X was featured on the Today Show on May 10. Corporate Communications should receive a tape of the broadcast and a viewing for interested staff will be arranged.

PM Magazine's national broadcast of their RB5X segment aired April 25. Once again, a copy of the tape will be secured.

NEW FACES AT RB

Con Brown joined RB Robot this week. He is working with Joe Bosworth to market RB5X for handicapped and elderly individuals. Con was vice president of sales and marketing for a Minnesota manufacturer of wheelchair lift systems for a number of years, and has considerable marketing expertise in this area. In his spare time, Con is an avid fast-pitch softball player. He's been involved with fast-pitch for many years, playing on and managing a number of teams.

CONGRATULATIONS WENDY KIEL!

Wendy Kiel, RB Sales Associate, is marrying Larry Guinta, former RB Research and Development engineer. All RB staff are invited to Wendy and Larry's wedding celebration party on Saturday, May 12. the party begins at 2 p.m. at 1157 S. Owens Ct. in Lakewood. See you there!

RB ROBOT STOCK QUOTES

This week's RB Robot stock quotations:

| | Bid | Asked |
|------------------|-----|-------|
| Monday, May 7 | .03 | .06 |
| Tuesday, May 8 | .03 | .09 |
| Wednesday, May 9 | .03 | .09 |
| Thursday, May 10 | .03 | .09 |
| Friday, May 11 | .03 | .09 |

RB REPORTER

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THE SALES AND MARKETING SCOOP

Joe Bosworth's trip to Italy last week proved quite a success. RB Robot has already garnered a good deal of Italian press, as you can see from the attached pieces, and Sirius Electronics expects the RB5X to become a popular item there. While in Milan, Joe began negotiating an agreement similar to the one we have with our Japanese distributor, and Sirius has told Joe they are getting ready to send a second order along the lines of their first \$45,000 order.

The Sales staff is on the way to Chicago this weekend for the Summer Consumer Electronics Show (CES). Ed Abrams, who is in New York this week recruiting reps and dealers, will meet Deborah Waldo, Dan Prendergast, and Joe Bosworth there for the Sunday-through-Wednesday exhibition. CES shows have always been a excellent source of new dealers for RB Robot.

Joe Bosworth and Con Brown spent Friday morning at Craig Hospital giving further demonstrations of the RB5X. After last week's visit to RB Robot by Craig staffers, negotiations are going well, and Joe and Con are working on a grant proposal to get local funding for Craig to purchase four to five RB5Xs.

JEFF UHLS JOINS STAFF AS SALES ASSOCIATE

After spending some time in the advertising department at Scripps-Howard Cable Services, Jeff Uhls joined RB's Sales staff on Thursday as Sales Associate. He will assist Ed Abrams and Deborah Waldo, and will supervise the telemarketing activity. Jeff lives in Boulder, and says his hobbies include fishing and drinking beer!

STORM MOUNTAIN FOLKDANCERS TO APPEAR IN FT. COLLINS

The Storm Mountain Folkdancers, of which Dan Prendergast is a principal member, will perform in Ft. Collins this weekend in the Mini Theater of the Lincoln Center (on Mulberry Avenue, three blocks west of College). Saturday's performance begins at 8 p.m. and Sunday's starts at 2:00 p.m. Storm Mountain will perform suites of dances from Turkey, Greece, and the U.S., and will be joined by the Grupo Folklórico Flor Antigua with Mexican dances and Regan Wick with Irish music and dances. Tickets are available at the door.

RB REPORTER

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POTENTIAL DISABLED DISTRIBUTORS VISIT RB

John and Donna Nelson, RB's first potential handicapped distributors, visited this week to see the RB5X demonstrated. The Nelsons, who are from Silvis, Illinois, were contacted by Con Brown, who sent a promotional mailing to about 80 individuals several weeks ago.

Thirty to thirty-five of the 50-60 individuals Con has contacted with follow-up phone calls have expressed interest in becoming RB5X dealers, with a focus on sales to disabled and elderly persons.

NEW LONG-DISTANCE TELEPHONE PROCEDURES

Our new long-distance telephone procedures are as follows:

1. Dial the local access number - 571-0607, and wait for the tone.
2. Dial the billing code - 006 329.
3. Dial 9.
4. Dial the desired area code and number.

REFERRING SALES-RELATED CALLS

Because Deborah Waldo and Marilyn Chartrand are on vacation through next week, all sales-related calls should be referred to Con Brown, or to Joe Bosworth, if Con is unavailable.

REPORTER REPORTER TAKES A HIKE

Well folks, it has been a pleasure to bring you the weekly RB Robot news this past six months. Since today is my last day, and this is my last Reporter, I'd like to take this opportunity to say thank you and good luck! Sharon Smith, or her delegate, will assume responsibility for future Reporters.

RB ROBOT STOCK QUOTES

This week's RB Robot stock quotations:

| | Bid | Asked | Volume |
|--------------------|-----|-------|--------|
| Monday, June 25 | .03 | .06 | 58,500 |
| Tuesday, June 26 | .03 | .06 | 49,300 |
| Wednesday, June 27 | .03 | .06 | 84,100 |
| Thursday, June 28 | .03 | .06 | 34,000 |
| Friday, June 29 | .03 | | |