



OCTOBER 8, 2023

We are excited to announce that with the help of an outstanding cross-functional team, Cramer has established updated brand standards and guidelines. Cramer has been a staple in the sports medicine industry for over 100 years, and although it can be easy to become complacent with the legacy that Cramer has built, we ~~on the Cramer team~~ want to ensure the brand is always looking to the future and striving to be better than it was yesterday. While other sports ~~med~~ brands have focused on the athlete, Cramer continues to put the athletic trainer first. Cramer knows the power behind an athlete's performance is the athletic trainer, which is why we partner with ATs to ensure they have the tools they need.

For the first time in its history, Cramer will be using a new and improved logo, represented in the design of this letter. ~~The most noticeable piece of the brand relaunch,~~ the updated Cramer logo, maintains a look and feel that is undeniably Cramer but with an elevated design to match the forward-looking focus of the updated brand messaging.

We incorporated valuable feedback from internal stakeholders and primary customer research to outline where the Cramer brand stands today and where we want to be moving forward. With a renewed focus on product innovation and brand cohesion, we will continue building brand strategies to drive customer loyalty and sales energy.

We will offer one LITMOS training session in November. This session will connect directly to the launch guide content and provide a detailed overview of the efforts behind the Cramer relaunch. Cramer is unique from the other focus brands as 70% of its customers ~~are~~ are dealers and distributors. A different path to our end user means a different approach to the brand relaunch. For the Cramer relaunch to be as impactful as possible, we ~~have decided to~~ move forward with a digital-first approach. **Enclosed, you will find the Cramer Launch Guide,** and all other launch materials ~~that you have come to expect~~ will be shared with you ~~digitally~~. Please keep an eye on your email for further communication regarding where and how you can access the digital tools. Leading up to peak season, we will launch a distributor-focused campaign. We will ensure you're well-informed of its progress and share additional tools as they become available.

We appreciate all your efforts to provide exceptional service and support to the Cramer customers. ~~We will continue to offer category-focused materials and growth opportunities to drive business.~~ We are excited for this next step in Cramer's history and are here to support you ~~with all your needs~~ with this legacy brand.

Best Regards,

BRIANNA MELLO
Branded Product Manager

KEVIN TURNER
Head of Brand

THE POWER BEHIND THE PERFORMANCE.