



Orkin's 2000 television advertising campaign featured a commercial that was one of the most talked about in the advertising industry and the media at large. The ad appeared to be a fabric softener advertisement . . . until a cockroach suddenly appears and darts across the screen, followed by the Orkin man. The viewer wonders . . . was the roach in the T.V., or part of a cleverly designed advertisement? Shortly after the commercial aired around the country this spring, the Company began receiving phone calls

from viewers about the bug that scurried across their television screens. The ad generated approximately 198.0 million media impressions through the coverage it received in newspaper columns, radio and T.V. talk shows around the country. Some of the media organizations which covered the commercial included *The Wall Street Journal*, *USA Today*, the *Chicago Tribune*, *The Washington Post*, *CNN*, *FOX News*, "Regis & Kathy Lee," and *CBS Nightly News with Dan Rather*.



..... **Technician Training and Quality**

Control

Like their pest control technician associates, Orkin termite technicians are the best prepared technicians in the industry. They undergo extensive training – including courses in entomology and termite control developed in cooperation with Texas A&M University, one of the nation's leading termite control schools. Regular in-house follow-up training keeps our technicians up-to-date on the latest technology, equipment, and techniques in the

field. Another indication of our commitment to superior training was the opening of the Orkin Training Center located near our corporate headquarters in Atlanta in June of 2000. This new facility incorporates traditional classroom learning, but also provides an opportunity for hands-on training. Building segments that are full scale replicas of construction types that our service technicians will be exposed to have been built to create a simulated treatment setting.

Our Termite National Quality Control Department performs periodic compliance audits of our over 350 residential branches Company-wide to ensure the consistent quality of services provided. The department also monitors our formal training initiatives and proper record maintenance.

ISO 9002 is a highly regarded quality system developed for service companies and recognized around the world. During 2000, five commercial branches received their ISO 9002 certification in addition to the initial branch certification received in 1999. Realizing how valuable this program can be in maintaining and generating new business, we are working toward certification for all Orkin commercial branches.

..... **Technological Advancements**

In today's competitive world, companies must be able to adapt quickly to changes in the marketplace. Our new branch computer system, FOCUS, will allow the Company to react to these changes and enable Orkin to implement new programs and processes much faster than before. FOCUS will enable us to examine activity and trends within our customer base, helping us to be more proactive in meeting their needs.

Other enhancements to our management information systems include branch Global Positioning System (GPS) equipment and software, and Truckstops® routing and scheduling software. Combined, these two technologies are designed to improve the timeliness of service to the customer while improving technician efficiency and reducing fleet operating cost. GPS is a passive vehicle-tracking system that stores real-time data such as speed, vehicle location, arrival and departure times, and idle time. By analyzing this data we will be able to better manage productivity and other factors that impact fuel consumption and risk costs. Truckstops® software works in conjunction with GPS to provide the most efficient and cost-effective routes for each technician. Once fully implemented, Orkin's routing and scheduling system will be one of the largest service scheduling installations of its kind in the world.

Our investments in technological advancements such as FOCUS, GPS and Truckstops® will benefit the Company ultimately through creating improved relationships with our customers and employees. These initiatives will allow us to improve our on-time quality service commitment to customers while increasing productivity.