

Dear Team,

I am proud to announce that our company has a new tagline. I believe it is one that immediately projects our sustained focus on being a trusted partner to our clients, shareholders, and employees. It neatly encapsulates our mission and focus in these words:

CACI
EVER VIGILANT™

CACI has encountered numerous changes during our four decades of business. Throughout, we have not only survived but thrived thanks to prosperous, long-standing client relationships and our commitment to quality service.

Yet, while we retain our stable tradition of cultural beliefs in excellence and distinction, integrity and accountability, CACI is a different company than it was just 10 years ago. And it is a different world.

In the 1990s, we remade CACI into a new type of company ... moving from professional services to a focus on information technology. I established our “New Era” growth goals and our drive to excel in network and communications capabilities. We embarked on a mergers and acquisition program that has expanded our capabilities and brought exciting new teams and talent to the CACI family.

When the terrorist attacks of 2001 came, they changed our world forever. Fortunately, CACI was well positioned to provide our government clients, both military and civilian, with the solutions they needed — and continue to need — to meet the new requirements for protecting our homeland and securing our freedoms.

Now, as CACI continues on our path to reach \$1 billion in revenue, we have an exciting opportunity to once more succinctly define our focus on and attention to our clients. In this context, “Ever Vigilant” is a powerful message about the kind of company we are.

Please read this issue of the *CACI Times* to understand how you can do your part to support our new tagline. I believe that “Ever Vigilant” is a clear and concise statement of both the solutions we offer our clients and the commitment we promise in everything we do.



“I believe ‘Ever Vigilant’ is a clear and concise statement of both the solutions we offer our clients and the commitment we promise in everything we do.”

— Jack London

I thank *all* of you for your support in this important matter.

J.P. (Jack) London
Chairman of the Board, President,
and Chief Executive Officer
CACI International Inc

What Our New Tagline Means...

“Ever Vigilant” may generate images of defense and security, which are a central CACI focus, but our new tagline also has meaning for clients, employees, shareholders, and the financial community. The *CACI Times* spoke to some of our executive managers to find out more.

To Clients: A Trusted Partner



President of U.S. Operations Ken Johnson says our new tagline represents CACI's steadfast commitment to all our clients and our promise to remain vigilant to their missions and objectives.

“CACI's culture has traditionally placed a great emphasis on quality client service and best value. So for our CACI clients, ‘Ever Vigilant’ means that we will remain committed to their success and diligent in meeting their needs in an ever-changing world.

“We promise to be a trusted partner to our clients, and remain vigilant to their missions and the important work they do.”

To Employees: Participation and Growth



Director of Operations Bill Clancy believes the tagline sends a clear message that CACI values employees and is proud of their dedicated client support.

“For our employees, ‘Ever Vigilant’ says that CACI values them and their active participation on our team.

“We recognize that our employees are the heart and soul of CACI, and we will be attentive to their personal and professional growth. We will not be complacent when it comes to rewarding our employees for the dedication and commitment they show in every task they perform.”

To Shareholders: Honesty and Performance



According to Chief Financial Officer Steve Waechter, our tagline reflects a strong commitment to shareholders and the financial community.

“Our new tagline, ‘Ever Vigilant,’ tells shareholders that everything CACI does is completely focused on maximizing the company's performance.

“For the financial community, ‘Ever Vigilant’ says that CACI will continue to act with honesty and integrity in all that we do. This is the way CACI has operated from the very first — our commitment to ethical behavior is unwavering.”

Take Advantage of Our New “Customer Card” by Michael Pino

As CACI unveils its new tagline in our market, it's a good idea to let your clients know what it says about our company and our services.

One way is to send a CACI “customer card.”

Printed on 4" by 6" cardstock, the card introduces our logo and new tagline on the front, then provides a list of the advantages of doing business with CACI on the back. These include reminders that:

- CACI's four decades of federal experience give us unique insight into client needs.

- Security-cleared personnel make us a clear choice for classified requirements.
- GSA Schedule and contract vehicle pre-qualifications make it fast and easy to do business with CACI.



The customer card is a useful marketing tool and a good way to remind clients of CACI's commitment to their success. Delivering it with a personal note also sends a message that we care and pay special attention to each of our valued customers.

You can order the CACI customer card online from CACI's Marketing Resources section, fax the CACI Supply Room at (703) 528-8685, or e-mail supplyroom@caci.com.

Our new “customer card” offers you a chance to tell your clients about our new logo while reminding them of the benefits of doing business with CACI.

FAQs — How to Use the New Tagline

by John Trumbo

Proper use of CACI's tagline, "Ever Vigilant," is important because it helps us ensure a consistent corporate image. Here are answers to some "frequently asked questions" you may have regarding logo and tagline usage.

Q: What is a logo?

A: A logo is a graphical representation of a company's identity. It might be an illustration, such as the Microsoft windows symbol, or a way of writing the company name, such as the IBM initials printed in horizontal stripes. The CACI logo is the special tight placement, or kerning, of the letters "CACI" above a red bar designed to a specific size and length.



All our business cards now have the new CACI tagline — contact your administrative assistant to order yours.

Q: How is a logo different from a tagline?

A: A logo is similar to a picture, but a tagline is text. It is a short phrase, used in conjunction with the corporate name, that delivers a clear, memorable message to customers and the public. It is often the first message a customer gets about a company.

Q: Do I have to order new business cards and stationery with the new logo and tagline?

A: Yes. Most printed materials can be ordered via CACInet and the Business Communications Department. You can

find a complete list of available items with contact phone numbers for ordering on the back page of this issue.

Q: "Ever Vigilant" sounds very defense-oriented. I know much of our work supports the defense and intelligence communities, but won't this concern some non-defense customers?

A: We selected "Ever Vigilant" as our tagline because it is a simple phrase that packs a lot of meaning. Yes, it appeals to our defense customers, but you should tell your non-defense customers that it also applies to them. CACI promises to remain ever vigilant to their needs as well. Similarly, we promise to be ever vigilant to our shareholders who place their financial trust in us.

Q: Sometimes I need to customize my work for a specific client or project. Am I free to use the new tagline accordingly?

A: No. We want you to use the tagline in correspondence with customers, but please do not alter the wording or the logo in any way. "Ever Vigilant" is the only accepted wording of the tagline, and the official version of the logo is always available for download on CACInet or from Business Communications.

Q: I see the phrase "Technology That Supports America's Future" on caci.com and in advertising. What's the difference between this and the new tagline?

A: "Technology That Supports America's Future" is a slogan that represents what we do. "Ever Vigilant" represents who we are as a company. It is our image.

Visit CACInet for more information, or contact Brenda Rowe at (703) 841-2948, browe@caci.com.

How Important Is Our New Tagline?

If you've ever visited the "About Us" section of a website, you've probably seen the "official" description of a company or organization, seen a logo, and read a tagline or two. Just how important are they?

The CACI Times took this opportunity to speak with Jody Brown, Senior VP of Business Communications and Public Relations, to find out more about the importance of our new tagline.

"CACI's new tagline, 'Ever Vigilant,' — together with our logo — plays a significant role in projecting our company's image and distinguishing us from the competition.

"The CACI tagline reflects our business, our culture, and the way we interact with our clients and shareholders. It helps set the tone for our company and reinforces recognition among our clients and the public.

"The CACI tagline reflects our business, our culture, and the way we interact with our clients and shareholders."

"On a very fundamental level, our tagline is a communications bridge between CACI and our audience.

"Each of us at CACI needs to help sustain that communication. And the tagline is a key way we can do that.

"It's a great tool for letting people know what CACI is all about."

Be green but clean ...

It's Time to "Reorder and Recycle"

by Mary Beth Loutinsky

Along with the move to implement CACI's new tagline, "Ever Vigilant," in all our customer communications and company presentations, it's also time to look to internal housekeeping details.

That means ordering new stationery, business cards, and other materials to ensure we present a clear and consistent message to our clients and the public.

Supplies should be ordered without delay, and old paper products should be disposed of as soon as the new materials are received. *Please do not consider "using up" old materials before ordering new supplies.* Everyone is encouraged to immediately "reorder and recycle."

All employees are authorized to dispose of all supplies of CACI stationery, business cards, and fax sheets. Be sure to take advantage of your office's recycling capabilities to dispose of all paper products. If your office does not

have recycling capabilities, consider a neighborhood recycling program.

When requesting new replacement supplies, please coordinate your efforts with your office's administrative assistant. Reproducing all our printed materials is an enormous effort, and having one person responsible for each office saves considerable time and effort.

The chart below shows how to order all your new supplies. Lotus Notes and CACInet resources make the process easier, and CACI staff are standing by to help.



Implementing our new tagline requires everyone at CACI to order new stationery. And remember to recycle but do *not* keep any old stationery for reuse. It is critical that we present a consistent message to clients and the public.

Here's how to order:

- **Stationery**, such as pads, envelopes, and ship-to labels, can be ordered by calling the Purchasing Department at (703) 679-4699.

You can also obtain an order form from the Forms and Resources Library on Lotus Notes, or visit the Image Policies section of CACInet to complete and forward the form at http://www.hq.caci.com/corp_image/stationery.shtml.

- New **business cards** can be ordered by faxing the CACI Supply Room at (703) 528-8685, or by e-mailing supplyroom@caci.com.

You can also obtain an order form from the Forms and Resources Library on Lotus Notes, or visit the Marketing Resources section of CACInet to complete and forward the form at <http://www.hq.caci.com/aspdb/bco.asp>.

- **Fax sheets** can be downloaded from the Marketing Resources section of CACInet at http://www.hq.caci.com/corp_image/Fax_Cover_Sheet.doc.
- Electronic versions of our **logo and tagline** can be downloaded from the Marketing Resources section at http://www.hq.caci.com/Reference_Info/marketing.shtml#logo.
- CACI's **presentation template** can be downloaded from the Marketing Resources section at http://www.hq.caci.com/corp_image/caci_template.ppt.

Employees who do not have access to CACInet downloads can contact Patricia Leith in Business Communications at (703) 841-2895, pleith@caci.com, to receive electronic versions via disk or e-mail.