

# CompuSafe Galileo – Product Launch

- Internal launch:
  - Sales launch at April Strategy Meeting
  - Video and article on *Brink's World* in April
  - “Safes on the Ground” July sales campaign
  - Story in August issue of *Brink's Link*
- External launch:
  - New banner ad and article on U.S. website
  - CSP Magazine – Article in August issue
  - QSR Magazine – Article in August issue
  - New ad – in July Stores magazine; August QSR magazine
  - Nominated to CSP's 2010 Retailer Choice Best New Product Contest
  - Story in August issue of *Brink's Journal*
- Marketing materials:
  - Guaranty Certificate
  - Galileo Brochure
  - Galileo Ad
  - Galileo Pricing
  - CompuSafe Implementation Guide

