

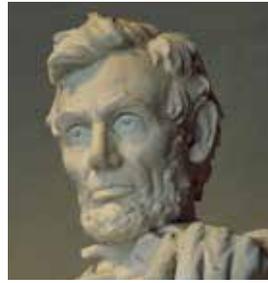
THE FRITTS GROUP. LOBBYING FOR THE 21ST CENTURY.



THE FRITTS GROUP
finding winning solutions.



**A CLEAR
DIRECTION
THAT
ACHIEVES
SUCCESS IN
GOVERNMENTAL
POLICY**



THE FRITTS GROUP. **STRONG REPRESENTATION ON THE HILL.**

At The Fritts Group we provide our clients with the preferred strategy to communicate new changes to the Federal Government. Emerging industries and new developments in established sectors require the attention of policymakers—and this means strong

representation on the Hill. By integrating lobbying, communications and regulatory strategies, The Fritts Group provides clients with a clear direction that achieves success in governmental policy.

A BOUTIQUE FIRM **WITH THREE PRINCIPLES FOR SUCCESS.**

The foundation of The Fritts Group is not unlike the historical foundations of Washington, D.C. Although we don't take a traditional approach to government relations, our foundation of three principles: personalized attention, innovative

solutions and specialized expertise, is well-established. Adhering to these three principles drives the success of every strategy we form. From this, our team of principals can demonstrate a continuous, progressive solution for every client.



**HELPING
OUR CLIENTS
WIN IS A
MEASURE OF
OUR SUCCESS**



PERSONALIZED ATTENTION IS WHAT MAKES US DIFFERENT.

Each branch of the Federal Government works together to advance the interests of the citizens of the United States. This same philosophy is used to advance the interests of our clients. We work with government leaders and our clients in facilitating collaborative efforts to advance their goals and objectives.

At The Fritts Group, we implement a team approach to assist each client in managing the opportunities and challenges that they may face today and in the future. A tactical outline guides our clients through the process of changing public policy, how it will affect their organization and how they can become actively involved in the practice of legislation. We recognize that helping

our clients win is a measure of our success. By providing accurate advice we are able to fulfill the business objectives of our clients.

Political leaders serve as representatives for each state and when we represent our clients, we are representing their company. Therefore, we view ourselves as an extension of our clients' staff and attempt to become fully involved in their organization. Our team of principals is available to always meet directly with our clients' executives. Principal contact establishes a long-term working relationship, which lays the groundwork to accomplishing a more detailed strategy and offers a service that is not available from other firms.



**PARTNERSHIPS
BETWEEN
ORGANIZATIONS
AND THE KEY
INFLUENCERS
THAT HAVE
THE POWER TO
EFFECT POLICY**



INNOVATIVE SOLUTIONS THAT GENERATE RESULTS.

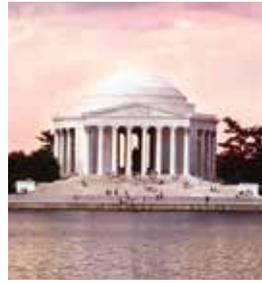
The saying goes that history can repeat itself, and as the center of all politics for the nation, the Federal Government is constantly aware of how past and future global events will impact the United States. The Fritts Group recognizes this pattern as well, and makes every effort to gain a thorough understanding of the issues surrounding each client's business. A knowledge base of these issues means that our solutions will generate results.

Our team assesses a client's level of involvement on Capitol Hill and identifies how the current and potential actions of the government will relate to their organization. Using this analysis, The Fritts Group can produce solutions that are both innovative and pioneering for the industry.

In a two-party system, compromises must be reached before any change can happen. At The Fritts Group, our bi-partisan position supports the advancement of new ideas for our clients by enabling us to maintain and extend relationships with a variety of political leaders. We can then establish the best position for our client in front of the appropriate governmental representatives. For our clients this means that The Fritts Group has the ability to build partnerships between their organization and the key influencers that have the power to effect policy. These extensive networks have helped us to develop comprehensive, winning solutions for Fortune 500 companies, start-up ventures and entrepreneurs.



**OUR CLIENTS
PROGRESS
CHANGE IN
NOT ONLY
THEIR COMPANY,
BUT IN THEIR
INDUSTRY**



SPECIALIZED EXPERTISE IN THE PUBLIC POLICY ARENA.

An active and changing government calls for dynamic results. The Fritts Group is constantly evolving to draft policies for clients representing a wide spectrum of industries. Our principals have been responsible for leading and expanding the lobbying operations and corporate

communications of several well-known national organizations. Previous legislative initiatives in telecommunications, broadcasting, nutrition and corporate tax, in addition to years of Capitol Hill experience, enable us to provide our clients with a knowledgeable team.

A REPUTATION OF LEADERSHIP AND ACHIEVEMENT.

Since its founding in March of 2006, The Fritts Group has been consistently recognized as a firm that values partnerships with clients. Our personalized approach to government relations combined with innovative solutions enables us to work in multiple practice areas, while attaining notable results. The

U.S. Government is a consistent leader in affecting policy worldwide and at The Fritts Group we strive to empower our clients to progress change in not only their company but in their industry. In molding governmental policies, we are advancing their business interests.



“THE BEST GOVERNMENT CONSULTANT IS ONE THAT HAS A GOOD TRACK RECORD, ACTUAL EXPERIENCE IN THE WAY THE GOVERNMENT WORKS, A WILLINGNESS TO GET INTO THE TRENCHES ON A CLIENT’S BEHALF, GOOD CONTACTS AND CREDIBILITY AND A WILLINGNESS TO WORK TOWARD NOT ONLY RESOLVING A CURRENT PROBLEM BUT DEVISING A STRATEGY TO AVOID FUTURE ONES.”

U.S. SENATOR WILLIAM KELLEY



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