

## VIDEO

1) Fade up on dramatic, black background with movement. Over background, HALF DISSOLVE in floating words and bring up to FULL RESOLUTION. SUPER:

*CONCEPT*

2) FLASH CUT clears words from screen. Over background, HALF DISSOLVE in new set of floating words that carry up to FULL RESOLUTION. SUPER:

*CREATIVITY  
INNOVATION*

3) FLASH CUT clears words from screen. Continue with established text treatment floating these words over background:

*FOCUS  
GOALS  
STRATEGIES*

4) FLASH CUT clears the screen. Continue with established text treatment floating these words over background:

*DIRECTION  
MOTIVATION*

5) FLASH CUT clears the screen. SLOWLY DISSOLVE IN isolated

## AUDIO

DRAMATIC DOWNBEAT HITS AND LINGERS UNDER ANNOUNCER.

FEMALE (VO) (*whispered, down and under*): Concept.

MALE (VO): Every challenge that ends as a USG success story...begins as a vision.

SINGLE NOTE STINGER HITS HARD, THEN DISSIPATES.

FEMALE (VO) (*whispered*): Creativity...Innovation.

MALE (VO): Imagination inspires the vision.

SINGLE NOTE STINGER HITS HARD, THEN DISSIPATES.

FEMALE (VO) (*whispered*): Focus...Goals...Strategies.

MALE (VO): Our objectives guide it.

SINGLE NOTE STINGER HITS HARD, THEN DISSIPATES.

FEMALE (VO) (*whispered*): Direction...Motivation.

MALE (VO): Leadership nurtures it.

SINGLE NOTE STINGER HITS HARD, THEN DISSIPATES.

## VIDEO

scene showing new manufacturing line producing Sheetrock brand wallboard. Continue with established text treatment floating these words over scene:

*PERFORMANCE*

6) FLASH CUT TO beauty shot of banner brand products. Continue with established text treatment floating these words over scene:

*WISDOM  
TRADITION*

7) FLASH CUT TO exterior angle of USG headquarters as many employees enter main entrance. Continue with established text treatment floating these words over scene:

*TEAMWORK*

8) Montage showing USG people at work in manufacturing roles, marketing roles, customer service roles...mixed with reprised scenes and beauty shots from the Orientation show.  
9) Montage continues with scenes

## AUDIO

FEMALE (VO) (whispered:):  
Performance.

MALE (VO): Technology drives it.

SINGLE NOTE STINGER HITS HARD,  
THEN DISSIPATES.

FEMALE (VO) (whispered:):  
Wisdom...Tradition.

MALE (VO): Experience tempers it.

SINGLE NOTE STINGER HITS HARD,  
THEN DISSIPATES.

FEMALE (VO) (whispered:):  
Teamwork.

MALE (VO): ...and, the power of diversity strengthens it and brings it to life.

SINGLE NOTE STINGER HITS HARD,  
THEN DISSIPATES.

HEAVY DRUM HIT SEGUES INTO  
FANFARE MUSIC BED UNDER  
ANNOUNCER.

MALE (VO): Throughout our company's rich history, every USG triumph has been shaped from a vision and a plan that has allowed us to excel beyond the challenges we face.

## VIDEO

showing load-ins and product applications on customer sites. FLY THROUGH core values to reinforce message:

*Safety*  
*Quality*  
*Performance*  
*Service*  
*Innovation*  
*Diversity*

10) Montage of scenes showing manufacturing line footage, stacks of product in warehouse, fork lift loading truck shots and trucks en route for delivery.

11) REVEAL logo build for USG entities and brand products over background. HEADING SUPER:  
*Record Sales & Shipments*

12) Quick cuts of Aerial shot from Bridgeport plant...East Chicago plant...and Gypsum Ohio plant.

13) CU of joint treatment production.  
SUPER: *Edmonton, Alberta*  
*Surrey, British Columbia*  
*Auburn, Washington*  
*Weirton, West Virginia*

14) Manufacturing line shot from East Chicago plant.

## AUDIO

Today, we stand together on the threshold of a new era...ideally poised to tackle the demands of today and tomorrow. As we enter the 21st century, we rely on the strength of our core values to guide us and bring forward a host of competitive advantages to celebrate and build upon.

MUSIC FANFARE SEGUES INTO BED MUSIC WITH AN ACTIVE, PERCUSSIVE BEAT.

MALE (VO): 1999 was a banner year for USG...a year in which we, as a company, saw many initiatives unfold to breathe new life and new opportunities into our future.

By working together, we surpassed our business goals and achieved record shipments and record sales across the board in each of our business endeavors.

We opened new plants.

We grew through acquisition.

We expanded capacity.

## VIDEO

15) Quick cuts of network ads and NASCAR sponsorship images.

16) Truck on the road with product graphics on sides of trailer.

17) SUPER BUILD over background:  
*USG Strategic Initiative*  
*Improve Efficiency*  
*Achieve Total Customer Satisfaction*  
*Drive Innovation*

18) Quick cuts montage of manufacturing lines, people at work, customer applications for all product brands into 3-D USG logo.

19) Screen darkens for live light show.

20) Blueprint 2000 logo animation.

21) Fade to black.

## AUDIO

We strengthened brand awareness.

And, we continued to lead the industry by delivering superior products to our customers.

SEGUE INTO UPBEAT, MUSIC SWEEP.

MALE (VO): As the year 2000 unfolds, there will be many exciting opportunities for us to build on our leadership.

Your challenge is to find new ways to profit from the opportunities at hand ...enabling USG to improve efficiency, achieve total customer satisfaction and drive innovation.

With your talent, commitment and spirited guidance, you can use these objectives to once again yield another record breaking year for the company.

BREAK IN MUSIC TRACK. CUE LIVE MUSIC SEGMENT FOR LIGHT SHOW (15 Seconds).

CLOSING MUSIC BED UP.

MALE (VO): The challenges of a new decade await your command. Welcome to Blueprint 2000.

MUSIC UP, THEN DOWN AND OUT WITH FADE TO BLACK.

VIDEO

AUDIO