

Vespa Blogging Guidelines

As you start to think about the different subjects you will be discussing via your new role as a Vespa blogger, remember that Piaggio USA and CooperKatz encourage you to express yourself and explore the blog's subject matter freely. But we also ask that you please take into consideration a few simple guidelines – which you should keep in mind each time you post.

- ❖ Post as if every online user is reading your thoughts. Piaggio is a global company and Vespa is a world-renowned brand. So remember that many different types of people from all different backgrounds around the world may be reading what you write each day.
- ❖ The Vespa blogs are connected to a well-known and respected company, so please be cognizant of adding value to the company's reputation and standing as a whole. As a part of this:
 - Vespa USA will not tolerate obscene, libelous, harassing, pornographic, indecent or inappropriate language on the Vespa blogs. (i.e. no swearing or defamatory language).
 - Vespa USA will not allow personal attacks on fellow bloggers, Vespa customers, dealers or competitors.
 - Every entry should be both checked for factual accuracy, as well as for spelling and grammar. If you later find errors, we ask that you correct them as quickly as possible.
 - You will not post any content that infringes any copyright, trademark, service mark, patent, trade secret or confidentiality obligation.
- ❖ Keep in mind that you can be held personally liable for any commentary defamatory, proprietary, or libelous. With this in mind, please use your own best judgment with regards to exaggeration, inappropriate language, copyrighted materials, legal conclusions, veracity and derogatory remarks or characterizations. You, not Piaggio USA, will likely be held legally responsible for your postings.
- ❖ Never disclose any confidential or proprietary information about Vespa USA, Piaggio USA or any of their dealers, vendors or customers. If Piaggio USA does share confidential information with you, the (Vespa USA and CooperKatz) will make it clear in writing when and if that information can be shared with the public.
- ❖ Make sure to link to other sites that you find interesting and relevant, or when mentioning another blog's post or citing a mainstream media article. This will help to give readers a frame of reference as well as create a string of links back to the Vespa blog site.
- ❖ If you receive media inquiries, contact CooperKatz & Co., Vespa USA's public relations agency. Please do not take media calls without channeling the request through CooperKatz.