

shall be in writing (including telex and telecopy communications) and shall be sent by mail, telex, telecopies or hand delivery:

(i) If to the Company, to it at its address at: if mailed: Post Office Box 554, Milwaukee, Wisconsin 53201, Attention: President; if delivered: 13400 Bishop's Lane, Brookfield, Wisconsin 53005, Attention: President or at such other address as shall be designated by the Company in a written notice to the Trustee and the Holders.

(ii) If to the Trustees or either of them, to it at its address at: 770 N. Water Street, Milwaukee, Wisconsin 53202, Attention: Corporate Trust Department or at such other address as shall be designated by it in a written notice to the Company and the Holders.

(iii) If to any Holder, to it at the address specified from time to time in the list provided by the Company to the Trustee pursuant to Section 4.2.

All such notices, requests, demands and communications shall be deemed to have been duly given or made, when delivered by hand or five Business Days after being deposited in the mail, postage prepaid, when telexed, answer-back received or when telecopied, receipt acknowledged.

