



Brand USA Headquarters
1725 Eye Street NW, Eighth Floor
Washington, DC 20006

September 21, 2015

Website Development and Design for DiscoverAmerica.com

RFP ISSUED: June 25, 2015

PROPOSALS REVIEWED/EVALUATED: August 12, 2015

RE: Notice of Intent to Award Project

- Code and Theory

On June 25, 2015, we initiated an RFP for Website Development and Design for DiscoverAmerica.com. Following an evaluation of all proposals received, we are pleased to announce our intent to award to Code and Theory.

As provided in the RFP, this Notice of Intent to Award is subject to the execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between Brand USA and the apparent successful Bidder.

The Bidder shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to Brand USA is executed. If the apparent successful Bidder fails to negotiate and execute a contract with Brand USA, in its sole discretion, Brand USA may revoke the award and award the contract to the next highest ranked Bidder or withdraw the RFP. Brand USA further reserves the right to cancel this Notice of Intent to Award at any time prior to the execution of a written contract.

Thank you for participating in the competitive selection process.

Sincerely,

David Whitaker
Chief Marketing Officer
Brand USA
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