



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

September 21, 2015

Marketing Services & Development  
RFP ISSUED: June 8, 2015  
PROPOSALS REVIEWED/EVALUATED: August 5, 2015

RE: Notice of Intent to Award Project

- Miles Media Group

On June 8, 2015, we initiated an RFP for Marketing Services & Development. Following an evaluation of all proposals received, we are pleased to announce our intent to award to Miles Media Group.

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  
dwhitaker@TheBrandUSA.com

