

AL KEVE
Contracts Leader – Team Census 2010

DRAFTFCB

November 27, 2007

Dear Sir or Madam,

Thank you for your interest in assisting Draftfcb deliver outstanding advertising and communications services for the 2010 Census. We are excited not only about the creative challenges we face, but also about the opportunity to work with a talented and diverse group of subcontractors to round out our team.

The first year of the contract will focus largely on research and strategic planning. Most of the subcontracting opportunities will probably begin after that phase.

In order to begin the subcontracting process, we are issuing this Request for Information (RFI). Your response to this RFI will allow us to develop a database of available resources as we move forward. Although we cannot guarantee work as a result of the RFI, we are committed to providing as many opportunities as possible during the term of the prime contract.

If you are interested in being considered for subcontracts, please provide the following information:

- A capability statement for your company and resumes for any key personnel who would work with us
- A detailed description of up to three previous jobs
- At least three references from previous or existing clients
- Completed vendor information and NAICS forms (attached)
- Any additional information about the services you provide that you would like us to know

As this will be an ongoing process, there is no specific due date for responding to the RFI. Please send your responses to:

Nelson Panasis
Draftfcb
100 W. 33rd St., 7th Floor
New York, NY 10001

If you have any questions about the process or the information we are requesting, please contact me at al.keve@draftfcb.com or (917) 903-9985.

100 W. 33rd Street
New York, NY 10001

Telephone +1 917 903 9985

www.draftfcb.com

Your qualifications and capabilities will be evaluated by subject matter experts on our team. Companies will be invited to compete for specific requirements as they arise during the life of the prime contract.

Thank you in advance for your interest.

Al Keve