



Notice of Intent to Award

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

October 18, 2016

Ad Tracking Research
RFP ISSUED: August 24, 2016
PROPOSALS REVIEWED/EVALUATED: September 27, 2016

RE: Notice of Intent to Award Project

- Ipsos

As provided in the RFP issued August 24, 2016, the 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,

Carroll Rheem
Vice President, Research & Analytics
Brand USA