

Question 1:

Section 4.1.2 – For the table on Part 4 – Page 14, provide the total annual value of each contract, including all fees and pass-through costs (i.e., account fees, media planning/buying costs, production costs, etc.), and provide the begin and end dates for each engagement.

Response:

Please see updated chart below.

Question 2:

Section 4.2 – *Marshalls* is identified as a reference. Please provide the same contract information requested in Section 4.1.2 for *Marshalls*.

Response:

Please see updated chart below.

Question 3:

Part 6 – Page 59 – How is media buying/planning structured? Is the media buyer buying for TLC across all DMAs OR buying for limited DMAs for multiple clients, including TLC? Will media planners also be performing the media buying function?

Response:

The LatinWorks Media team is comprised of two key disciplines: Media Strategy and Media Buying. Our Media Strategy team will lead all aspects of Total Market planning for the Texas Lottery, providing guidance and oversight to both, our internal LatinWorks Media Buying team—which will handle negotiation and execution of broadcast media, and the Davis Group—which will handle negotiation and execution of OOH and Print. All team members will work closely together to effectively build and carry out each plan. While the Media Strategy team will be focused 100% on Texas Lottery, our Media Buyers are market experts, leveraging the purchasing power of all active clients in a specific set of markets. This approach ensures that the most competitive rates are negotiated, and that each buyer has a superior knowledge of market nuances to best deliver on TLC's marketing objectives.

Question 4:

Part 6 – Page 4 – What is the estimated percentage of time that Chris Noble and Jaime Gonzalez-Mir will be dedicated to the TLC account?

Response:

If granted the privilege of being your total market agency, we are prepared to allocate whatever amount of time is necessary to deliver best-in-class work by not only Chris Noble and Jaime Gonzalez-Mir, but also the entire LatinWorks/TLC account team. Having said that, it is difficult to determine at this stage the exact percentage of time that Chris and Jaime will need to dedicate to the TLC business. Consequently, based on our past experience on your business, we are allocating 50% of Chris' time and 75% of Jaime's time. It is our plan to adjust their contributions to the account based on the actual needs of the business.

While Chris was unable to join us at the Oral Presentation, he is and will continue to be a key player on our Texas Lottery team with a significant role.

Question 5:

Part 6 – Page 24 – Is Phillip Gant a LatinWorks employee? If no, please describe the relationship between Mr. Gant and LatinWorks.

Response:

We have had the great pleasure of working with Phil Gant on the Texas Lottery account since our acquisition of Cultura in 2008. Phil has been an integral part of the LatinWorks team and has contributed greatly to our success on your business over the years. Given this history, should we be fortunate enough to be selected as the Successful Proposer, we have reached an agreement with Phil whereby he would officially become a LatinWorks employee immediately.

Confidentiality Claimed
PIA §552.110

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